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Data Analytics solutions

MR Data analytics Solutions

Expertise

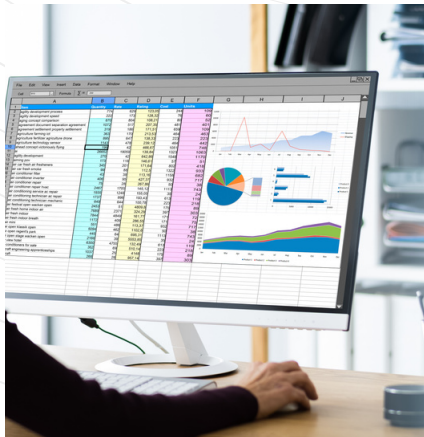**ONLINE DASHBOARD**

1

ANALYSIS & REPORTING

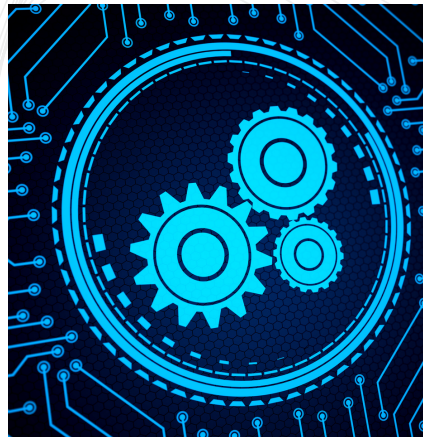**2**

CHARTING

3

TABULATION

4

DATA CLEANING

5

DATA VALIDATION

6

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Online Dashboard

Our team is proficient in using multiple platforms to create meaningful data visualisation
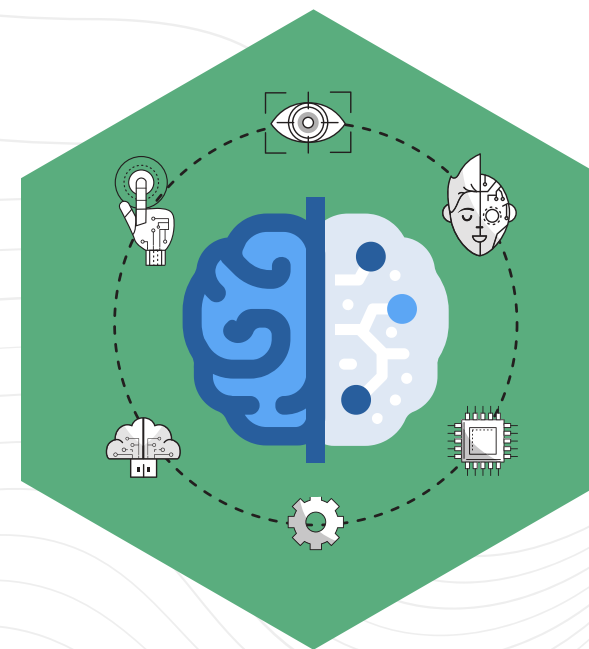
Our approach to dashboard

Any data source

Extract, Clean, Transform, Load

In-depth analysis

Reveal insights with visuals

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Online Dashboard

Highlighted features

1 **Explore interactive reports with various data cuts**

2 **Dashboard Chart Filter / Click-to-Filter**

3 **Drilldowns**

4 **Cross Tab Filters**

Research usage

1 **Trackers: Load all old datas, ongoing data flow from trackers and visualised the progress over period of time**

2 **Wave studies: Compare wave studies**

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Analysis & Reporting

We help researchers find insights, write meaningful reports with recommendation that is presentation ready

Our approach to reporting

1	2	3	4	5
Gather the data	Extract & clean the data	Derive KPI (key performance indicator)	Analyse the data using relevant statistical models	Visualize the data

6	7	8	9	10
Derive actionable insights	Prepare a report with insights and visuals	Mention the research methodology	Conclude with Key findings & recommendations	Share reports in a format that is desired by clients such as Powerpoint/ PDF/ spreadsheet

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Analysis & reporting capabilities

Frequent Statistical Analysis Methods used

1. Regression and Correlation
2. Standard Deviation
3. Mean
4. Sample Size Determination
5. Hypothesis Testing
6. Brand Map
7. Factor Analysis

Reports expertise

1. Brand Tracking
2. Brand Lift
3. Ad Testing
4. Product and Concept Testing Studies
5. Usage and Attitude Studies (U&A)
6. Package Testing
7. Customer Satisfaction
8. Mystery Shopping Studies
9. Employee Satisfaction

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Charting

Convey a great number of information in an effective manner using charts. Whether it is from scratch or on existing charts, we can help

1 **Template creation** – Give us the necessary specifics like color coding, logos, the specific charts and fonts you want and we will create the desired PowerPoint presentation for you

2 **Manual charting** - Processed data, instructions and PPT example slides is what we will need to help you create ad hoc or monthly reports.
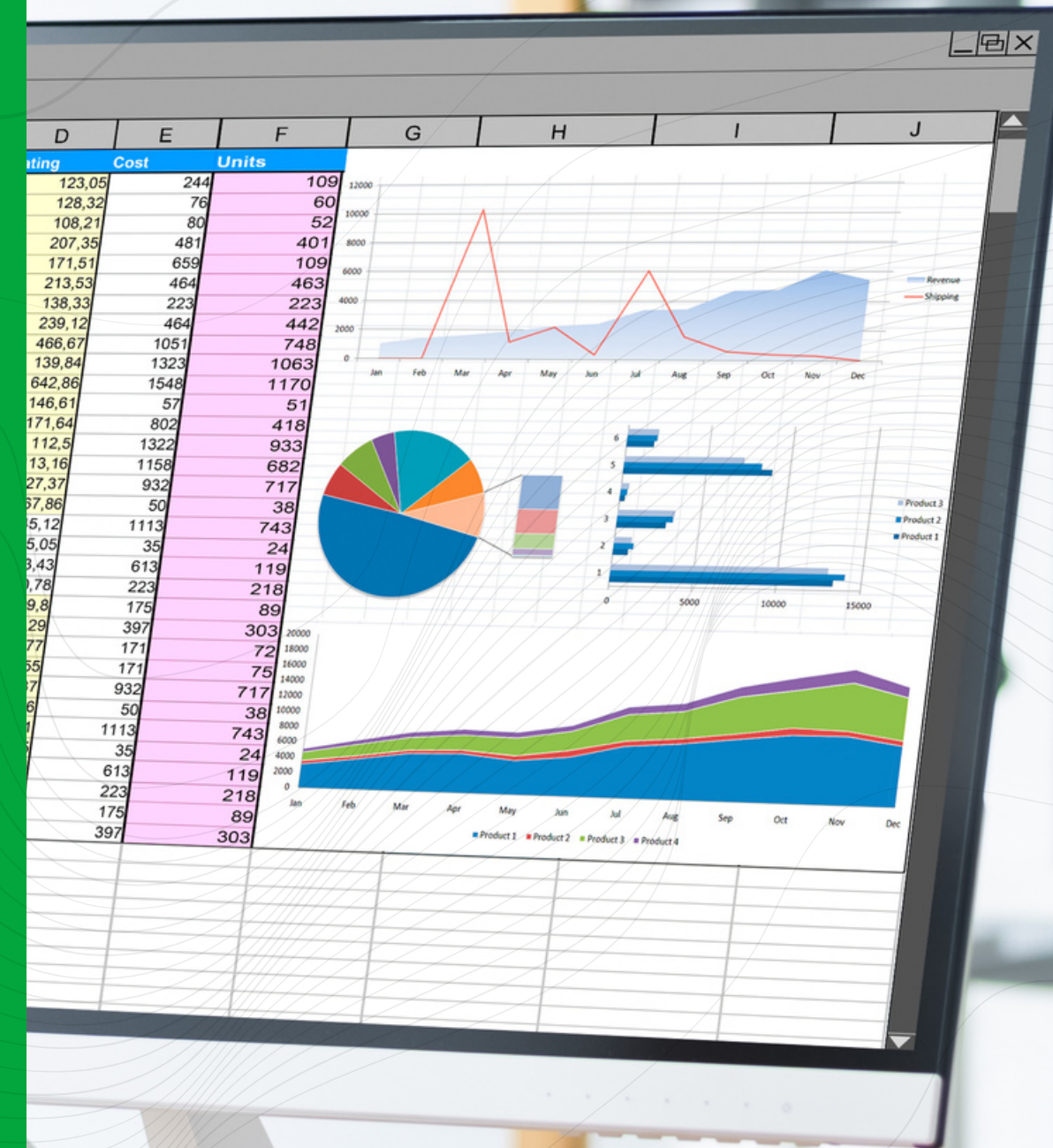
Tabulation

Find relationship between two or more categorical (nominal or ordinal) variables

1 **Multidimensional Tables**
(Banner Creation, Grid Tables, Summary Tables, Custom tables etc..).

2 **Significance testing**
(T-stats) across banner points.

3 **Weighting tables**
(Rim Weight, Target Weights, Pre Weights etc..)

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Data Cleaning

Before you analyse your survey results, data cleaning is a must-do. It helps you get the best quality data possible, so you can make more accurate decisions

Checks performed

1. **Filter checks**
2. **Range checks**
3. **Sum checks**
4. **Redherring checks**
5. **Straightliners checks**
6. **Speeder checks**
7. **OE junk checks**

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Data validation

One of the first important step in research analysis is collecting valid data. Each survey data is validated before launch, soft launch and at the end of the field to ensure we collect the correct dataset.

Checks performed

1. **Filter checks**

2. **Range checks**

3. **Sum checks**

4. **Question-id, precodes, textual match w/ doc**

5. **Single/ multi/ scale response checks**

6. **Survey Logic checks**

7. **Masking data checks & more**

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Technology stack

Advanced data visualisation

Data science

Survey platform
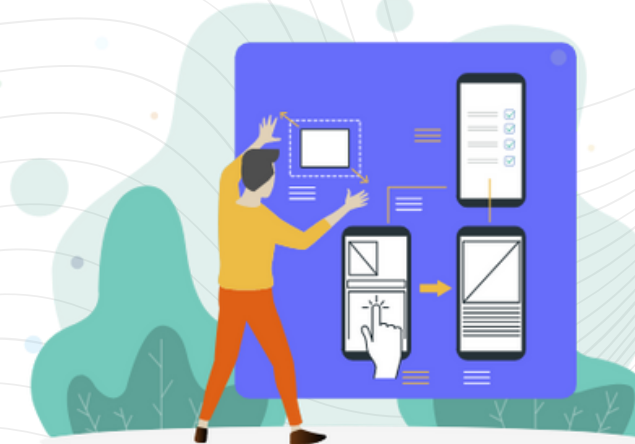

Data analytics

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Market research services

Data analytics

Survey platform migration

Interactive tool design

Sampling

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Our code of ethics

#1: Don't torture the data:
   If you torture the data long enough, it will confess to anything

#2: Be truthful:
   You have it or you don't. Don't manufacture data that don't exist

#3: Protect the data:
   It is our rule not exception that the customers own their data and it is safe in our hands

#4: For the business:
   Bringing values to your business will bring values to our business

#5: Data governance is critical:
   Availability, applicability, integrity, and security are the pillar of our data governance framework

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Let's Collaborate!

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