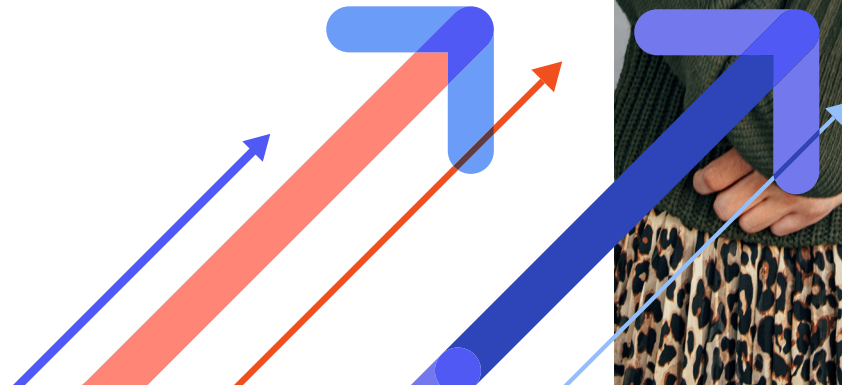


WHITEPAPER

Six things market researchers should DIY rather than outsource



Outsourcing used to be a necessary evil within the market research industry

Certain tasks were simply too time consuming or difficult to achieve within the constraints of tight project turnaround times and deadlines. But the reality is that modern software has made it easier (and faster) to accomplish everything from data cleaning to Driver Analysis. So here are six things that market researchers should now DIY instead of outsourcing.



01

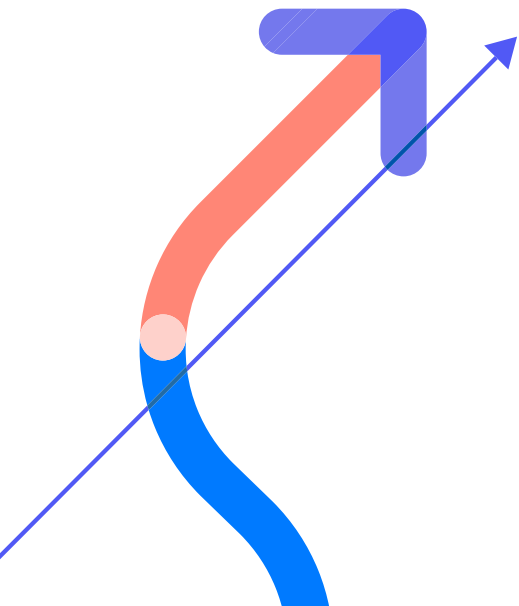
Tables and crosstabs

Create your own crosstabs and interpret them simultaneously for a more efficient workflow.

While crosstabs may be the bread and butter of market research, many companies still depend on data processing experts to produce old-school crosstabs. These crosstabs are designed to cram in as much information as possible, with multiple questions across the top. Every market researcher is probably all too familiar with having to squint to read crosstabs in a printed 'deck' or large Excel file. Often these also show many unnecessary cuts, just on the off chance you may need them.

Today, you can replace these old-school decks with crosstabs you've created yourself with software. This facilitates a much more productive and efficient workflow as researchers can create their own crosstabs and interpret them simultaneously.

Often, software designed for market research also have tools and inbuilt features to streamline this process and make it easier to identify relevant tables. For example, they use statistical significance to automatically delete or highlight certain tables. Being able to DIY crosstabs is a huge advantage for market researchers and is how most smaller research companies and consulting firms survive and thrive without outsourcing, today.



02

Data cleaning and processing

Clean and format your dataset in just a couple of minutes.



One of the most commonly outsourced tasks in market research is data processing. This is because it is often considered time-consuming, tedious and laborious. It was often more worthwhile to outsource the job of getting the data into a tidy format than deal with the headache of cleaning and processing it yourself.

However, it is now possible to entirely avoid most of the pain associated with [data cleaning](#) by combining modern analysis software with well-structured metadata-rich files like SPSS.

Any good purpose-built survey analysis tool should contain all the tools to quickly check and clean your survey. These are able to automate your data processing needs, including formatting, data stacking, and outlier removal.

You also want to look for a tool that has numerous time-saving features. One of the big time savers is having your software automatically detect and set up the key data types of text, numeric, multiple response, grids, etc. Another time rescuer is automatic data checking for common problems like missing labels, missing or incomplete data, flatlining, outliers and categories that are too small and need to be merged.

With the right software, a dataset can be cleaned and formatted in just a couple of minutes – meaning, you can now DIY it and save the time and expense of outsourcing it.

03

Text categorization /coding

Analyze text data faster
and more accurately than
ever before.

Like data cleaning, many researchers believe that they need far more time to analyze open-enders or verbatims than they actually do. That is because, until recently, automating text analysis and categorization was a dream that no software could adequately fulfill. Therefore, outsourcing text categorization was an unwelcome reality.

However, recent advances have transformed our ability to automate analyzing text data – faster and more accurately than ever before. A recent study on Displayr's automated categorization showed dramatic productivity improvements (134%+) and accuracy levels that exceeded manually performed categorizations.

For more information:

<https://www.displayr.com/resources/using-machine-learning-to-automate-text-coding-whitepaper/>.

DIY text coding is now not only possible, but faster and more error-free using automation rather than outsourcing.

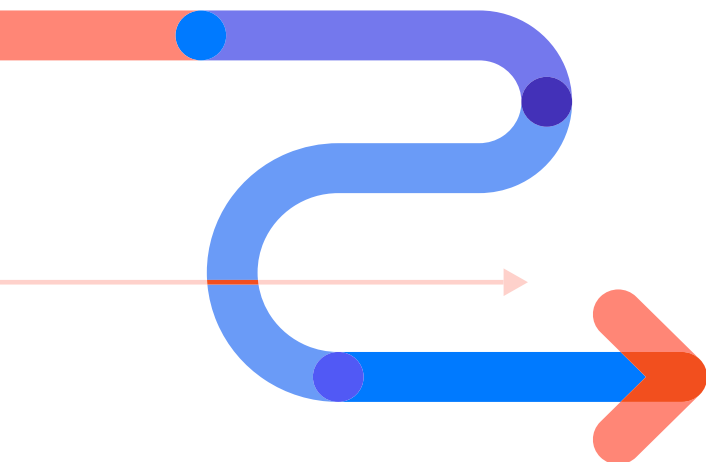
04

Segmentation

Use DIY advanced analysis techniques to yield better results.

Most old-school analysis tools make statistical analysis harder than it necessarily needs to be. Therefore, the key to success used to be hiring highly trained technical staff to deal with the intricacies of the software. However, modern software has done away with most of this complexity. This allows you to zero in on precisely what you want to achieve and what the data means – rather than receiving what a third party interprets as what you want.

For example, researchers can now easily DIY more advanced techniques like cluster analysis and latent class analysis to create powerful segmentations. As any good researcher will tell you, segmentation is more of an art than a science, so having a researcher that is more closely involved with the project, handle the segmentation will yield better results. This way, segments can be more easily explored, validated, and improved. And this makes much more sense than using a third-party expert that is removed from the end result.



05

Driver analysis

Modern analysis tools have removed the stumbling blocks that made advanced techniques difficult.

Modern analysis tools have automated much of the difficulty away from advanced techniques. This is not just limited to segmentation but also includes techniques like multiple regression. In the past, applications like Driver Analysis either took too long to compute or were simply too hard to do. The average researcher would regularly hit a stumbling block or two in the form of the uglies of regression-type analysis (e.g., outliers, multicollinearity, heteroscedasticity, and categorical outcome variables).

Modern analysis tools have abolished having to deal with these stumbling blocks, paving the way for the researchers to be able to perform powerful applications like Driver Analysis, themselves. They've also significantly sped up the analysis process with the clever use of algorithms.

06

Dashboards

Easily create interactive reports, dashboards, “calculators”, and presentations, no code needed.

Market research dashboards have had a (deservedly) bad rap for years. Most researchers would try to avoid them because they were over-complicated headaches. Building and updating a decent dashboard was an expensive and painful process that would often require experts to custom-write code.

Busy market researchers can now easily create interactive reports, dashboards, “calculators,” and presentations without any technical expertise, using drag-and-drop instead of code. You can easily build a beautiful dashboard to your exact specifications without having to rely on a third party to understand and execute what you want.

Best of all, it is now possible to have dashboards update automatically when data is added or replaced. When your source data updates, so does all your analysis, text and visualizations. You can also build a single dashboard to use a template. Rather than recreating a new dashboard from scratch or tinkering with code, you can simply copy and modify an existing dashboard and populate it with your new data. Being able to DIY dashboards is a huge advantage for every market researcher.

So what happens now?

Once upon a time, outsourcing was an unfortunate and irritating necessity in the market research industry. Too many tasks were either ridiculously time-consuming or needlessly complicated. Modern analysis tools, designed specifically for market researchers, have managed to eliminate much of what made these processes such a headache. In doing so, they've also made it possible for market researchers to DIY everything from crosstabs to segmentation. If you want greater flexibility, control and a better end-product, consider DIYing rather than outsourcing today.

For a complete statistical analysis software package, consider Displayr. Displayr is designed to be a single tool to carry out all the analysis and reporting stages in the data value chain.



The way forward

“Displayr has enabled me to do more projects at the same time and deliver higher quality output and insights, I used to be able to do two or three at a time. I can double that now.”

Juliet Strachan, Managing Director, Windsoredge Research

“For me, Displayr is like my secret weapon. It allows me to run a bunch of analyses very quickly and uncover more relevant insights for my clients.”

Bich Tran, Vice President, Analytics, Leger

How Displayr will help you

Get in contact with team@displayr.com if you would like some help reducing costs and increasing profits:

- Replace siloed systems
- Automated audit trails from results to source data
- Reproducible reporting
- Automated updating of analysis, reports, and dashboards
- No code
- Dynamic cloud reporting
- Automated data cleaning and formatting

Free trial of Displayr

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