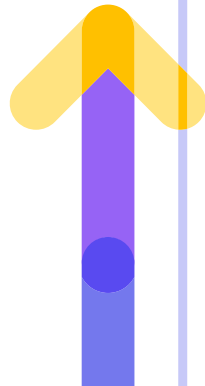


## WHITEPAPER

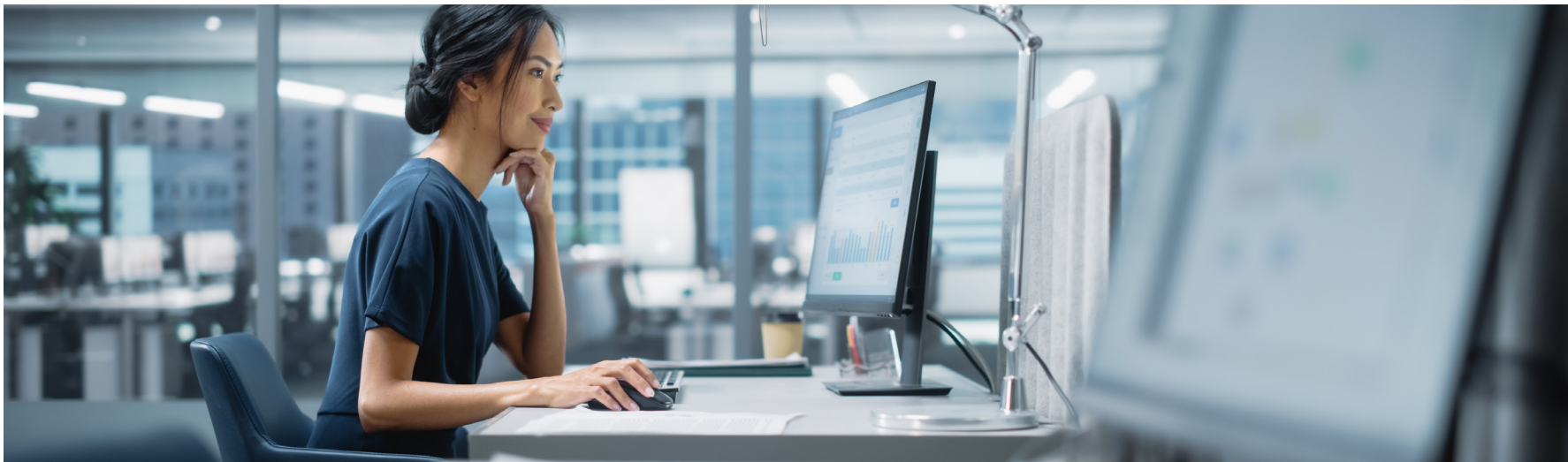
# Seven ways to speed up your market research analysis and reporting today



# In today's hyper-competitive market research industry...

... the difference between using optimized market research analysis and reporting processes and using old, inefficient and costly processes is no minor thing.

Transforming your market research analysis and reporting can help with significant cost savings, slash project turnaround times, and add value for your clients. Here are seven ways of optimizing your analyses and reporting to give yourself or your company a competitive edge.



## 01

# Harness the 'duplicate and modify' workflow

Improve the efficiency of  
your workflow.

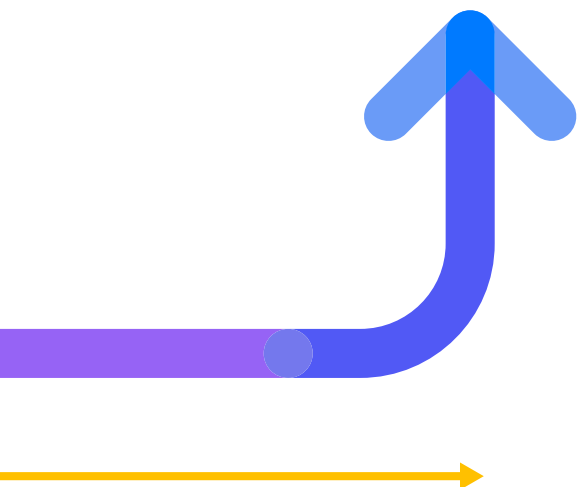
The ways to speed up your market research analysis and reporting roughly fall into two main categories:

1. Using advances in technology to automate manual tasks,
2. Using advances in technology to improve the efficiency of your workflow.

One example of the latter is to use software that will allow you to update all the elements of an existing document (formatting, analysis, reports, etc.), simply by refreshing the underlying data. This is a massive game changer in terms of saving time and revamping your workflow.

This super-efficient, 'duplicate and modify' workflow means that rather than creating things from scratch, you can find something you like, duplicate it, and then modify the new version using your own data. This includes being able to duplicate and modify everything from ultra-fiddly visualizations, categories on tables, variables, filters and code to even whole documents like tracking studies, syndicated reports, new product development ideas, etc.

This is also a great way to ensure quality control and a consistent end result. Saving time with this 'duplicate and modify' workflow also means you can redirect energy and attention to other matters like more advanced analyses and value-adds for your clients.



02

## Work collaboratively in real time

Simultaneously work on the same document from any device.



For a long time, one of the biggest culprits in terms of preventing an efficient workflow was the inability to have multiple people working on a single document. Instead, working on a large project in a team would mean having multiple versions of files floating around, all being worked on at once – a sure recipe for confusion.

Every market researcher knows that this is a slow and error-prone way to work, and has felt the frustration of having to double and triple check the documents for changes and merges – not to mention, the inevitable discovery of work that has been doubled up.

Switching to a cloud-based SaaS solution that supports collaboration can alleviate a lot of this frustration and free up a lot of time. Teams are able to simultaneously work on the same document from any device, building analysis, reports, and dashboards. Plus in the case of errors, collaborative tools can always create audit trails or revert to earlier versions. Tools that support collaboration include Google Suite, Displayr, and Tableau.

## 03

## Use semi-automatic & automatic coding of text data

Improve productivity of categorizing text by at least 134%.

Speeding up your market research analysis can also mean being able to offer new services or the same services done faster and cheaper. Take, for example, survey text data analysis.

Text data should be a gold mine of untapped insights but it is underutilized in the market research space.

While most researchers recognise that text data is less biased by our preconceived notions than preset survey questions, many shy away from deploying it due to the pain associated with cleaning and processing it. Traditionally, researchers could either painstakingly and slowly manually code text data into categories or use automatic text coding tools and run the risk of it throwing errors.

For the last 20 years, the survey research industry has waited with bated breath for text analysis technologies to transform how we analyze text data. Finally, the technology has reached a stage where text data can be automatically processed and interpreted with high accuracy.

Recent breakthroughs include “semi-automatic text analysis,” which allows researchers to categorize text alongside automatic machine learning categorization tools. As more text is categorized, the tool becomes ‘smarter’ and can help you identify other relevant phrases and categories in your data.

Think of it as training the machine learning algorithm for your specific use case.

This automated categorization dramatically improves the productivity of categorizing text data by at least 134% – arguably even higher. The resulting categorization has an accuracy level equivalent to if a subject matter expert had manually spent weeks working on the categorization.

Using semi-automatic and automatic coding of text data can open up the possibility of using survey analysis without the headache and time lost to manually coding text data.

For more information:

[www.displayr.com/resources/using-machine-learning-to-automate-text-coding-whitepaper](http://www.displayr.com/resources/using-machine-learning-to-automate-text-coding-whitepaper)



## 04

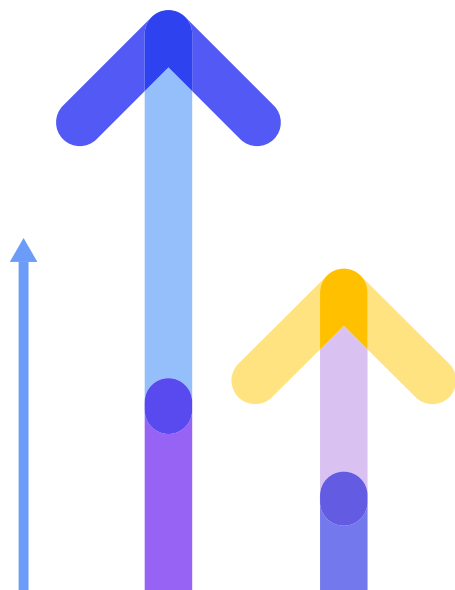
## Use statistical tests to automatically screen tables

Save time and effort through automation.

The main purpose of statistical testing in market research is to help us know where to look. A great starting point, but one that used to take up a significant amount of time. The old-school way of doing stat tests is to create lots of crosstabs. In a real-world study, it's not uncommon for researchers to have to read hundreds or even thousands of tables. But, nowadays, the clever play is to automate this and in doing so, liberate countless hours.

Researchers can now use software to automate statistical tests, scan tables, and identify significant results. Tables in a report that contain no statistically significant results can be automatically deleted or sorted, so the most noteworthy results are at the top. Ceasing using old-school crosstabs may be a hard habit to break – but it's a rewarding one that will save you a lot of time and effort.

These features are available in Q, Displayr and SPSS's Output Management System. You can also do this in R with some coding, however it may be difficult to get your tables to look aesthetically pleasing. If you are not confident in writing code, you can also use SPSS Answer Tree.



05

## Automatically highlight statistical testing results on visualizations

Create a more interactive and engaging experience.

Many researchers spend a fair amount of time manually adding labels or call-outs to classic bar charts or typing interesting results on presentations. After all, one of the main motivations for a presentation is to easily disseminate key information, so spending the extra time here is worthwhile. However, you can now save a great deal of time by using software that will automatically highlight significant results on visualizations for you.

For example, Displayr's '[Bar with Skews](#)' visualization means that significant results will be automatically highlighted. Plus, if your data changes, the visualization will also update, along with the highlights. This kind of dynamic visualization has the added benefit of also making it easier to show on a single chart what would typically take multiple. Viewers are able to filter, drill down and expand further on results – creating a more interactive and engaging experience as well.

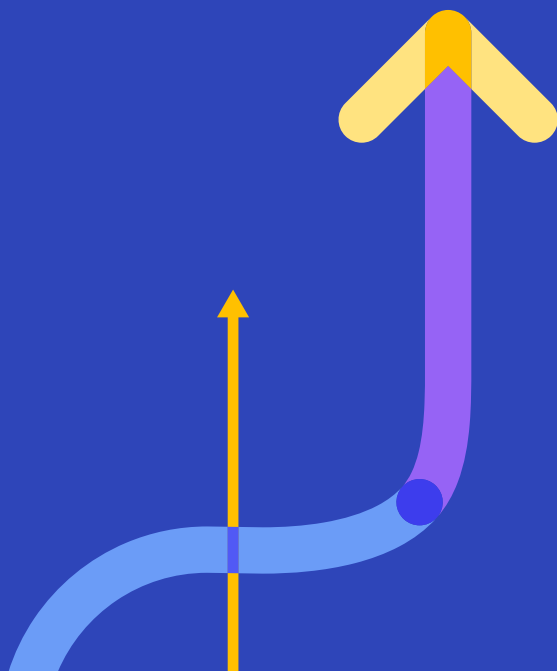
06

## Automatically update trackers

Make a huge impact on the speed of your reporting.

One of the ways you can make a huge impact on the speed of your market research reporting is by using software that will instantly update trackers for you. If your company is manually updating analyses, filters, visualizations, reports, dashboards, etc., with each new wave of data – you are carrying out weeks of avoidable work. If your company ‘automatically’ updates trackers by writing code or syntax, you are still investing too much time in building and maintaining your code.

Updating a tracking report can be as simple as pushing a button to refresh everything. Instead of writing code, just replace your old data file with a revised one. All the steps performed on the previous data set, such as text coding, table modifications, labeling, constructing variables, creating tables, charts, analyses, etc., should update automatically. You can even speed things up further by using APIs to ‘drip’ new data in as it arrives.



## 07

## Create interactive, 'self-service' dashboards

Empower your team and clients  
to be more self-sufficient.

How often have you had a meeting with clients or internal stakeholders where they've requested additional cuts, filters or analyses for their data? Or had a million questions that you've had to reply to with, "I'll get back to you after I've rerun the analysis"? You can eliminate the need for all this back-and-forth with interactive dashboards.

Cloud-based reports and interactive dashboards can be updated, improved, corrected, and explored on the fly. Using these dashboards and online reports can empower your team and clients to be more self-sufficient. Instead of waiting on you to rerun analyses, they can do DIY data cuts and explore the data themselves. Not only is your workflow smoother, but the time-saved opens you up for more opportunities.

# So what happens now?

Modern software has made it possible for market researchers to transform once tedious, slow and error-strewn processes. You can now use software to automate many manual tasks from pulling out and highlighting key statistical results to updating all your trackers instantly when new waves of data come in.

Along with the massive benefit in terms of saving time and costs, this allows you to potentially offer new services and focus on value-adds for your clients. In this ultra competitive market research industry, that's no small thing.

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](mailto: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

Start here

