

E2E Research Analytics & Business Intelligence

Enigma to Enlightenment

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[Jump to Analytics](#)

[Jump to Services](#)

[Jump Case Studies](#)

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We Turn Enigmas into Enlightenment

For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and brand builders.

With a full range of customized market research, data analytics, and business intelligence solutions as well as proprietary technologies, we can handle the entire research process for you.

End-to-End.

We care.

Big or small, we care about the success of your brands and products. We care about addressing the smallest project details as well as understanding your biggest business issues so that your research will be successful.

We value co-creation.

We value our partners. Through our “Client as Co-Creator” approach, we achieve greater success when researchers and brand experts work together.

We are global.

We can help you achieve success across multiple industries, geographies, languages, and time zones. We offer full support when and where you need it most.

End-to-End solutions.

From complex scripting to beautifully designed, real-time digital reports, we can be a trusted extension of your team throughout the entire research life cycle.

Expert researchers.

Our expert researchers and developers have decades of experience in a variety of industries to help you uncover insightful and actionable business solutions.

Breadth and depth.

From traditional IDIs and questionnaires to advanced data analytics and business intelligence, we can partner with you to customize the best possible solution from a wide range of qualitative and quantitative methodologies.



Confirmit.



AWARDS 2020
ACHIEVEMENT IN INSIGHT & RESEARCH

Our Experts

- Specialists in consumer packaged goods, banking and financial, technology, automotive, healthcare, education, pharmaceuticals, retail and shopper insights, eCommerce, consumer advertising
- 150+ experienced researchers, data scientists, data analysts, engineers, and technical experts
- 45+ specialists with more than ten years of experience
- Offices in New Delhi, Mumbai, New York, California, South Carolina, and Toronto
- Management team with extensive experience in research, technology, statistics, and horizontals



Business Intelligence & Data Analytics

Analytical Techniques

- Function specific approach
- Cross-functional solutions
- Domain expertise

Report & Info Management

- Data visualization
- Reporting and infographics

Data Management

- Big data tech & services
- Data harmonization, clean-up, ETL tools & services

Primary & Desk Research

Fieldwork & Data Collection

- End-to-End online research
- Face-to-face
- Telephone
- Social media research

Project Management

- Data collection
- Reporting

Deliverables

- Written reports
- Infographics
- Digital dashboards





Discover Insights Hidden Within Your Own Data



Leverage All Types of Internal Data and Fuse with External Data

- Research, loyalty, transactional, customer, & employee data
- Revenue, costs, financial, inventory, supply chain, & logistical data
- Text and numeric based data mining
- Merge proprietary internal data with secondary external data from marketing research or desk research

Understand Your Buyers, Your Brand, and Your Business

- Product, business, and customer simulations and models
- Market assessments & simulations
- Key Performance Indicator tracking
- Assess internal business processes, inventory and supply chain processes
- Understand employee retention, satisfaction, and performance
- Understand customer churn and lifetime value
- Understand customer ratings, satisfaction, and loyalty
- Optimize marketing mix and trade promotions

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Leverage Expertise of Data Scientists and Engineers

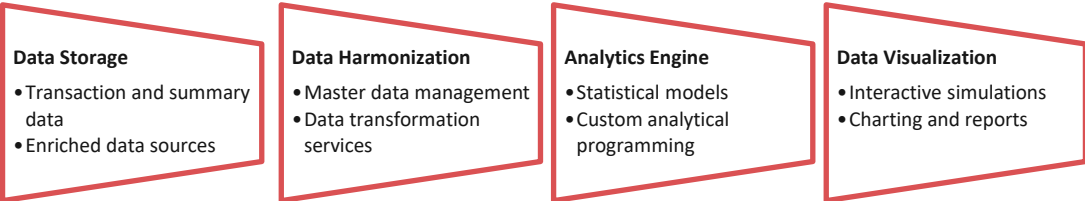


Full Cycle Data Management

- Data collation & enrichment
- Data management, cleansing, validation, ETL, warehousing, analysis, visualisation
- Data harmonization, master data management, data transformation

Expert Data and Statistical Analysis

- Open-end & taxonomy coding
- MaxDiff, Conjoint, TURF, SEM, segmentation, cluster analysis, factor analysis, correlation, linear / logistic / multiple regression, ranked data, correspondence analysis, discriminant analysis, perceptual mapping, NPS



Data Storage

- Transaction and summary data
- Enriched data sources

Data Harmonization

- Master data management
- Data transformation services

Analytics Engine

- Statistical models
- Custom analytical programming

Data Visualization

- Interactive simulations
- Charting and reports



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The screenshot displays a simulation tool interface with the following components:

- Channel:** Convenience
- Sub Category:** [Empty]
- SKU's:** [Empty]
- Promotion Type:** [Empty]
- Base Volume Sales:** [Empty]
- Base Value Sales:** [Empty]
- Scheme Type:** [Empty]
- Total Volume Sales:** [Empty]
- Calculate** button
- Table 1 (Simulation Parameters):**

Slab	From	To	% Payoff	Outlets/ Month	Invoices/ outlet	Incremental Volume	Incremental Value	Rebate Value	Lift
Slab 1	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
Slab 2	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
Slab 3	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
Slab 4	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
- Table 2 (Market Data):**

	% Payoff	Outlets/ Month	Invoices/ Month	Incremental Volume	Incremental Value	Rebate Value	Lift
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]
[Empty]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]	[Input]

Below the simulation tool is a spreadsheet titled "Predicting volume share movement based on price changes in the market".

Variable	Price range in the past 6 months	Avg. Price in the past 6 months	User to enter the new Avg. Price
Our brand	\$25.8 – \$39.0	\$30.6	10.6
Competitor 1	\$13.2 – \$21.1	\$16.5	16.5
Competitor 2	\$19.4 – \$32.4	\$26.0	26
Competitor 3	\$8.7 – \$23.1	\$15.3	15.3
Competitor 4	\$4.4 – \$15.7	\$8.8	8.83
Competitor 5	\$18.7 – \$29.4	\$23.5	23.5

At the bottom of the spreadsheet, a box displays "New Predicted Vol. Share" as 33.8%, with a "Solve" button next to it.

- Define what-if scenarios and variable interactions
- Interactive Conjoint and MaxDiff simulators
- Conduct market simulations
- Understand price elasticity
- Predict volume share
- Project business processes, inventory
- Project employee retention, satisfaction
- Project customer churn and lifetime value

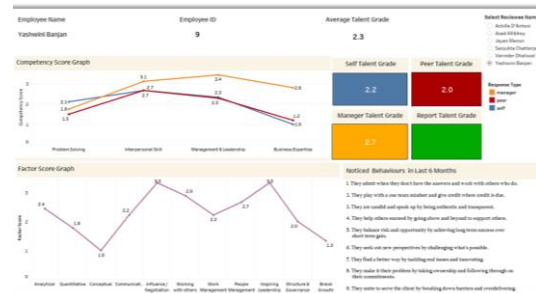


Query Data via Dashboards or Share via Infographics



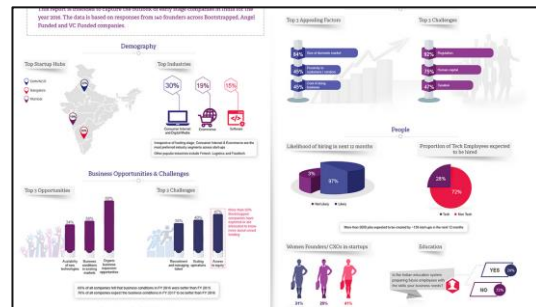
Interactive, Real-Time Dashboards

- Real-time from survey or business data
- Website applications or Excel documents
- Devise agnostic, all browser compatible
- Password protected
- Customized spotlight indicators
- Customized to your audience with your colors, logos, & links
- Raw data exports, e.g., ASCII, Excel, SPSS
- Easy chart exports to PPT



Beautiful Infographics

- Improve comprehension of complex concepts, trends, processes, structures, and organizations
- Share internally with employees or externally with clients and the public



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Custom Mobile Apps

- Bespoke applications for business analytics, custom panels, custom surveys, & on-the-go/in-transit applications
- Available from your website or in the Apple or Google stores
- Functional with or without WIFI for maximum accessibility
- Push and pull data delivery
- Customized to your audience with your colors, logos, & links

ADDITIONAL INFORMATION		
Updated	Size	Installs
14 September 2018	4.0M	1,000+
Current Version	Requires Android	Content rating
7.0.1	4.0 and up	Everyone Learn more
Permission	Report	Offered By
View details	Flag as inappropriate	EZE Research Services Pvt Ltd



Retail and Shopper Insights

- Ad hoc and tracker research
- Consumer and customer experience, satisfaction, and behavior
- Campaign, ad, concept, and message testing
- Product benchmarking
- Global sales and market share tracking and forecasting
- Market share simulations, competitive analysis



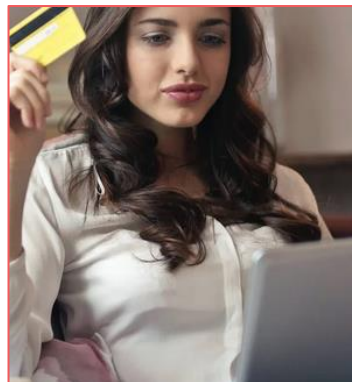
Consumer Packaged Goods

- Consumer and customer experience
- Shopper habits, drivers, and barriers
- Purchase intent, recommendations, believability
- Consumer and customer profiles
- Advertising and promotional campaigns
- Employee / student retention and satisfaction



Technology

- Use of digital technology, automation, and artificial intelligence
- Usage and behaviors of technology leaders and laggards
- Emerging technology trends
- Needs, assessment, and evaluation services
- Competition analysis and product benchmarking



eCommerce

- Digital shopping experience
- Real-time brand, category, and business digital metrics
- Delivery logistics
- Merchant dashboards
- Customer retention
- Cart abandonment



Healthcare, Pharmaceutical

- Operational costs, efficiencies, and resource optimization
- Patient opinions, and habits
- Treatment evaluations
- Healthcare provider tracking
- Physician satisfaction and prescription habits
- Facility mystery shopping
- Community image and awareness



Advertising

- Digital and behavioral data analytics of ad clicks
- Advertising and campaign awareness
- Brand and category norms and benchmarks
- Opinions, sentiments, and attitudes of audience segments
- Purchase intent and actual purchase
- Digitization of ad-spend



Education

- Enrollment, faculty and student retention, risk, and graduation
- Student and alumni satisfaction with institutions, facilities, programs, and faculty
- Application, registration, and financial aid experience
- Student housing satisfaction
- Faculty and support staff experience and satisfaction



Automotive

- Reviews, ratings, reputation, and recommendations
- Inventory and supply chain optimization
- Business process improvement analytics
- Customer experience, satisfaction, assessment, and improvement
- Product and service performance competitive analysis and benchmarking



Finance, Insurance

- Awareness, drivers, and barriers for financial products and services
- Household share of primary and secondary financial institutions
- Cross-selling during in-person and digital interactions
- Unmet and underserved needs, new product development
- Consumer and customer profiles by financial product and brand
- Corporate image and branding research
- Competitive landscape and benchmarking



Travel & Tourism Banking

- Leisure and business tourism and travel trends
- Preferred tourist communication channels
- Visitor profiles, opinions, and preferences
- Preferred media and news channels for travel information
- Target market identification, needs, and motivations
- Local tourism market and competitors
- Destination characteristics, strengths, and weaknesses
- Growing and declining travel and tourism markets

Case Studies

Behavioral
Segmentation

Automating Financial
Metrics

Advertising Pricing
Simulator

SKU Level Forecasting
Analytics

Promotion Spend
Simulator

Multi-Country Survey
Analytics

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BUSINESS SITUATION

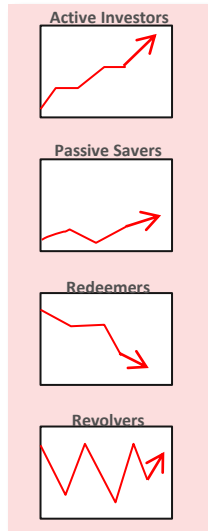
- An asset management firm with a large customer base needed to be more competitive to increase their share of customers with investible assets.
- They needed to better understand their current and potential customers and their behavior so as to grow their business and prevent attrition.

FRAMEWORK & APPROACH

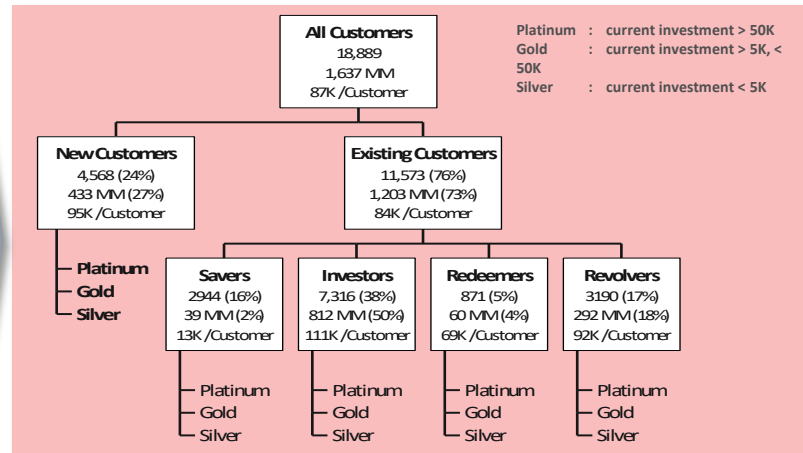
- Based on behavioral data such as value of investments, length of investing behavior, and risk tolerance demonstrated in the investing behaviors, a customer segmentation model was developed which identified four key segments of financial consumers.

RESULTS

- As a result of the behavioral segmentation analysis, marketing strategies could be aligned more clearly with specific target audiences.
- Further, the messaging could be tailored to be more meaningful and impact for each unique audience.



Behavior based segmentation



BUSINESS SITUATION

- A leading bank in the USA needed real-time reporting to enable pro-active, strategic business decisions for a range of audiences in their credit card portfolio.
- The original reporting process comprised >200 pages of metrics and charts, a time-consuming task for analysts.

FRAMEWORK & APPROACH

- A process that incorporated real-time automation and that used existing software was designed.
- With a combination of routines and systems, the manual report generation process was converted almost entirely to an automated process.

RESULTS

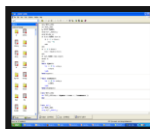
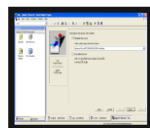
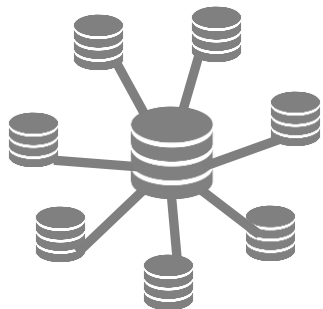
- The client saved money by using tools they already owned and did not need to make incremental investments.
- The time required by analysts to create quarterly reports was reduced by more than 95%.

Harmonize multiple disparate databases into one master database

Import data into analytical software for coding and testing

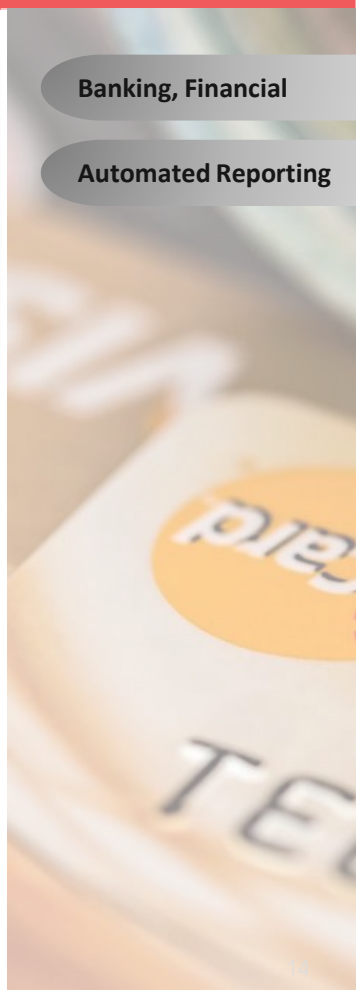
Generate VBA macros to automatically generate desired output

Distribute custom reports to targeted audiences via shared internal software



Banking, Financial

Automated Reporting



BUSINESS SITUATION

- The client had limited information about price responsiveness and the extent of competitor price fluctuations. They needed to predict:
 - Gain/loss in volume share based on price movements in the category.
 - Optimized price to achieve targeted volume share in the event of competitor price actions.

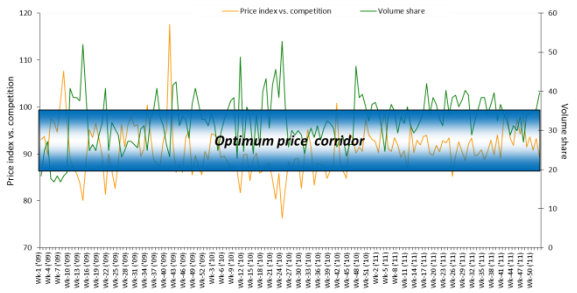
FRAMEWORK & APPROACH

- Built a predictive model to understand interactions among client's and competitors' price elasticity.
- Identified price gaps/thresholds which could result in significant share changes.
- Created a simulator to help identify optimum price bands to operate in given competitor's price changes.

RESULTS

- Tool was extensively used to identify best price strategies in the dynamically changing market.
- The client was able to maintain an optimum price differential against fluctuating competitor pricing.
- Proactively identified the maximum price threshold to respond to a List Price Increase

Determine price corridor to maintain share versus competition



Develop price simulator to predict volume share movement based on market prices

The screenshot shows an Excel spreadsheet with the following table:

Variable	Price range in the past 6 months	Avg. Price in the past 6 months	User to enter for the new Avg. Price
Our brand	\$25.8 - \$39.0	\$30.6	0.6
Competitor 1	\$13.2 - \$21.1	\$16.5	16.5
Competitor 2	\$19.4 - \$32.4	\$26.0	26
Competitor 3	\$8.7 - \$23.1	\$15.3	15.3
Competitor 4	\$4.4 - \$15.7	\$8.8	8.83
Competitor 5	\$18.7 - \$29.4	\$23.5	23.5

Below the table, it shows 'New Predicted Vol. Share' as 33.8% and a 'Solve' button. A callout box says 'Updated price to be entered for each brand' pointing to the 'User to enter for the new Avg. Price' column.



Advertising / Media
Price Simulator



Case Study | Ensuring Optimal Inventory with SKU-Level Demand Forecasting

BUSINESS SITUATION

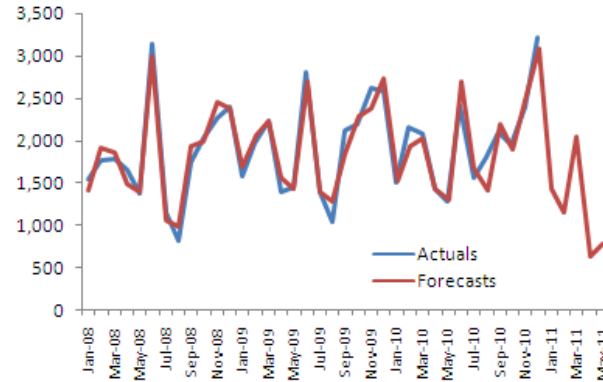
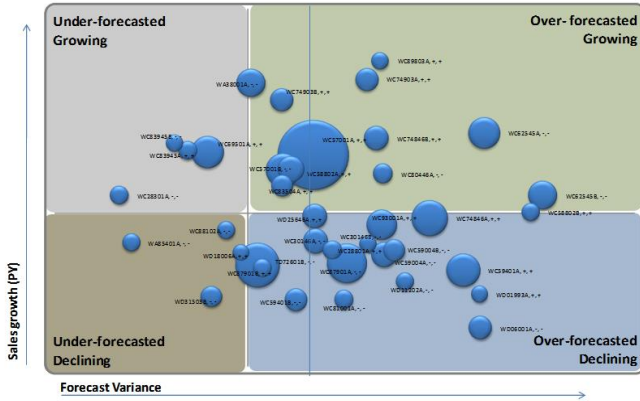
- A US manufacturer of gift items with markets in >10 countries across North America, Europe and Middle East needed SKU-level demand forecasting to ensure all orders are met while maintaining optimal inventories.
- Over 3000 SKUs across 8 product platforms with a 3-month lead time needed to be tracked.

FRAMEWORK & APPROACH

- A framework needed to accommodate weekly re-forecasts based on SKU-level actuals-to-date for repeat customers, varied product platforms, new products, etc.
- It needed to learn from historical trends and project future demand.
- A weekly 'Early Warning System' to predict excess and stock-outs was also necessary.

RESULTS

- The forecasting tool helped reduce obsolete inventory at the end of the year which freed up working capital and reduced waste.
- It also reduced 'out-of-stock' rates leading to increased customer satisfaction and revenue, in part due to preventing unnecessary attrition.



Consumer Products

Forecasting Analytics

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BUSINESS SITUATION

- A leading food company wanted to understand the sales impact of various trade schemes.
- They wanted to deconstruct sales in order to differentiate the impact of various schemes (lift analysis) and to understand how price, promotion, schemes, and competition activity impacted sales.

FRAMEWORK & APPROACH

- Created multiple regression models for key SKUs to determine the impact of trade promotions, slab based discounts, internal cannibalization, competition activity and seasonality on their overall sales
- Calculate sales lift & ROI for each promotion to help optimize budget allocation

RESULTS

- A scheme simulator was built that allowed the business team to align their trade promotion calendar to meet budget constraints and achieve the desired sales lift for their portfolio.
- The simulator now guides future investment decisions.

Food

Price Simulator

Channel: Co Sub Category: MP SKUs: 8x

Promotion Type: Base Volume Sales: 27j Base Value Sales: 20

Scheme Type: Total Volume Sales: 39j [Calculate](#)

	From	To	% Payout	Outlets/ Month	Invoices/ Outlet	Incremental Volume	Incremental Value	Rebate Value	LIFT
Slab 1	Rs	Rs							
Slab 2	Rs	Rs							
Slab 3	Rs	Rs							
Slab 4	Rs	Rs							
No									
	% Payout			Outlets/ Month	Invoices/ Month	Incremental Volume	Incremental Value	Rebate Value	LIFT
Butter 75 F		2		940	2.98	7,130	5,33,030	40,986	26%
Cashew 75 F		2		306	2.42	3,472	2,59,567	-	13%
Choco 62 F		2		156	1.66	1,222	90,815	-	4%
									0%
									0%
									0%
									0%
									0%
									0%



BUSINESS SITUATION

- The client needed to identify parameters of brand strength and understand how the brand was perceived in relation to its competition.
- A survey was launched to understand brand awareness and importance of key attributes for the category of brands.

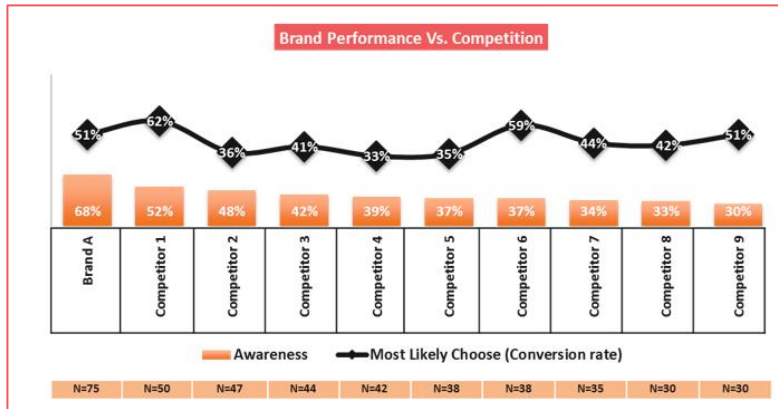
FRAMEWORK & APPROACH

- Analyses included assessing the strength and importance of key drivers, and overall satisfaction.
- Assessments were conducted at both global and country levels.

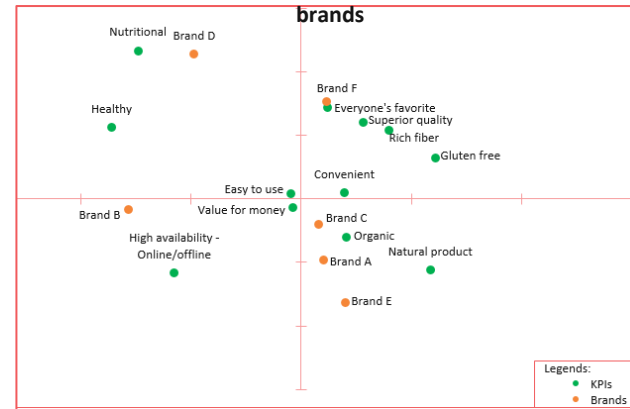
RESULTS

- A set of key performance indicators, including brand awareness, perceptions, and importance, was benchmarked for a set of brands in the category.
- The brand was now able to make targeted improvements to the product and understand their impact on brand perceptions in relation to the competition.

The target brand enjoys the highest brand awareness but only the third high purchase consideration



Quadrant analysis shows the target brand competes closely on several product attributes with two other brands



Food

Survey Analytics

Additional Full-Service Options

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Our Research Focus

We help our partners understand their buyers, their brands, and their business.



1

Understand Your Buyer

- Purchase decision journeys
- Purchase drivers and barriers
- Consumer/customer/patient/physician satisfaction and experience
- Usage and attitude studies (H&P)
- Identify loyal and at-risk customers



2

Understand Your Brand

- Sensory, product, package, IHUT research
- Mystery shopping
- Brand & company positioning, awareness, trackers
- Optimize pricing, products, and SKUs
- Net Promotor Score
- Logo, concept, message, ad, campaign, & concept testing
- Innovation and new product development



3

Understand Your Business

- Analytics and business intelligence
- Real-time brand, company, & merchant dashboards
- Primary and secondary data analytics
- Loyalty, transactional, & customer data analytics
- Inventory, supply chain analytics
- Employee satisfaction, efficiency, & retention analytics
- Market assessment & simulations



End-to-End Research Design, Analysis, & Reporting

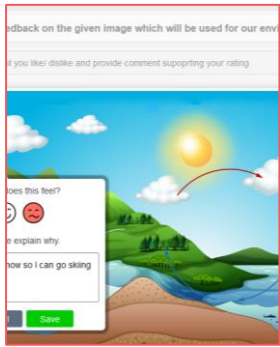
- Design, development, and guidance of discussion guides, screeners, questionnaires, & sampling plans
- PowerPoint slides, written reports, white papers, and infographics
- Management of sample, quotas, emails, & incentives
- Scripting & hosting
- More than 100 engaging question types, HTML5, JavaScript, Flash
- Mobile first and optimized for most devices, screens, and browsers
- Real-time data validation
- Multi-country, multi-lingual
- API for real-time translation



Sampling and Sample Management

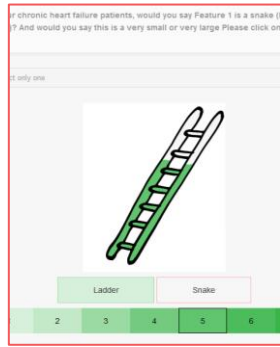
- Simplify and standardize management of survey links across multiple sample suppliers
- Manage disparate systems of multiple vendors and panels through a single interface
- Manage custom panels
- Sourced from more than 100 actively managed, double opt-in, pre-approved access panels
- Global access to general population and specialty panels from 25+ panel providers and 75+ geographies
- High-incidence, general population samples
- Low incidence, hard to reach target audiences

More than 100 “Analyze MY Click” modules available including hotspots, word clicks, drag and drop, speed clicks, and highlighters



Hotspots with Comments

- Select and label areas on a static image. Describe positive and negative aspects in a text box.
- Product packages, advertising, commercials, flyers



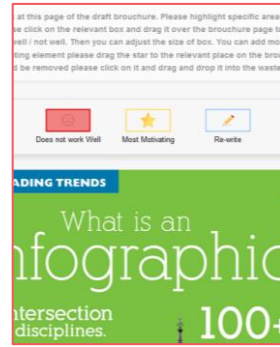
Hot Air Balloon

- Remove items from an animated hot air balloon to keep it afloat
- Importance rating scale



eMotivate

- Select from a large list of words to describe the criterion
- Reactions to a feeling, brand, company, retailer



Highlighter

- Highlight areas of an image that meet several different criteria according your specifications

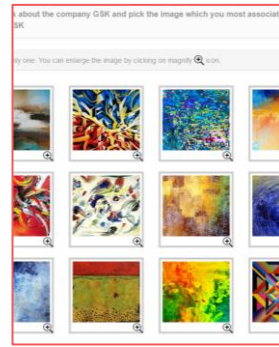


Image Picking

- Select one or more images that best represent the criterion



Sample 01



Sample 02



Sample 03



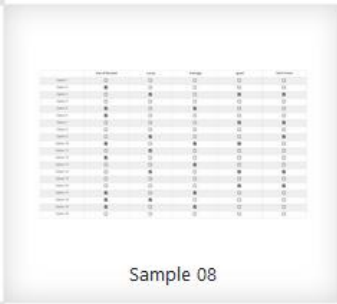
Sample 04



Sample 06



Sample 07



Sample 08



Sample 09



Sample 11



Sample 12



Sample 13



Sample 14

Thank you!

E2E Research Services



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