E2E Research™
Enigma to Enlightenment

E2E Research Dashboards
Quick, Comprehensive, and Custom

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Custom Dashboards for Buyers, Brands, and Businesses

Visualize, track, explore, and analyze a holistic set of diverse data

Buyer Attributes

- Small and large ad hoc studies and trackers
- Investigate purchase drivers and barriers
- Understand consumer / customer / student / patient / physician satisfaction, experiences, usage, and attitudes
- Delve into customer ratings, churn, lifetime value
- Monitor loyalty and at-risk behaviors

Brand Attributes

- Dive into mystery shopping data
- Explore brand and company positioning, awareness
- Track Net Promotor Score and identify risks
- Monitor ads and campaign effectiveness by region and demographics

Business Attributes

- Track Key Performance Indicators
- Incorporate primary and secondary data
- Explore loyalty, transactional, and customer data
- Understand inventory data, supply chain data, internal business processes, revenue, costs
- Understand employee satisfaction, efficiency, and retention data

Essential For Analysts, Researchers, and Marketers in All Industries

Retail, Shopper Insights, eCommerce, and Customers

- Consumer and customer experience, satisfaction, and behavior
- Shopper habits, drivers, and barriers
- Consumer and customer profiles
- Campaign, ad, concept, and message testing
- Global sales and market share tracking and forecasting; Market share simulations, competitive analysis
- Real-time brand, category, and business metrics
- Delivery logistics

Healthcare, Pharmaceutical, Patients, and Physicians

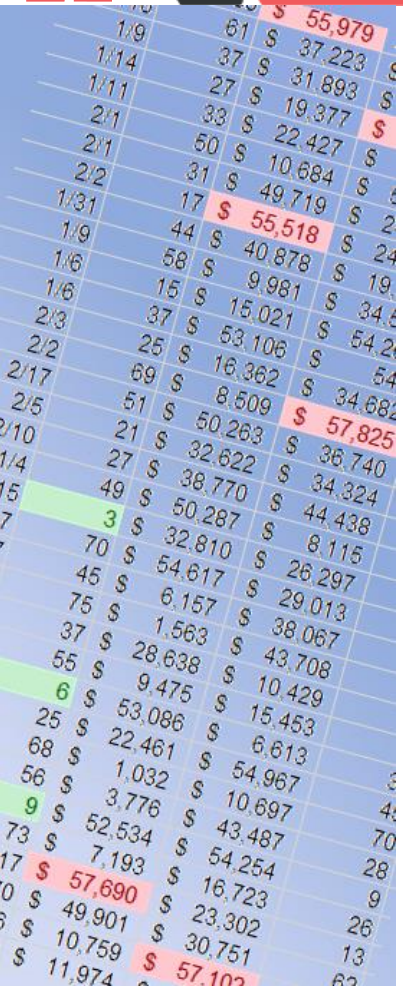
- Operational costs, efficiencies, and resource optimization
- Patient satisfaction, opinions, and habits
- Healthcare provider and patient tracking
- Physician satisfaction
- Service and performance evaluation of healthcare centers
- Regional healthcare challenges
- Community image and awareness

Banking, Finance, Insurance, and Agents

- Ongoing awareness of financial products and services
- Household share of primary and secondary financial institutions
- Unmet and underserved needs
- Industry growth, trends
- Customer experience, satisfaction, and loyalty
- Corporate image and branding
- Competitive landscape and benchmarking

...and many more industries!

Key Opportunities to Leverage Dashboards



Large and Small Samples

Maximize the potential of the data you so carefully collected.

- Daily, weekly, monthly, or quarterly trackers
- Global studies covering many SKUs, languages, and countries
- Transactional datasets of hundreds of SKUs and millions of purchases

Time-Dependent Reporting

Consolidate terabytes of data into meaningful chunks

- Choose from weekly, monthly, quarterly displays
- Monitor year-over-year data
- Monitor seasonal satisfaction
- Review the past, monitor the present, and predict the future

Real-Time Requirements

Gain faster insights

- Identify problems and roadblocks from transactional or logistics data in real time
- Catch consumer-reported problems in social media data or tracker data before they become full-blown crises

Serendipitous Insights

It's impossible to anticipate every analysis prior to writing a report.

- Dig into to data beyond the original research objectives
- Check hunches, test wild scenarios, and discover secondary insights

Connect Multiple Audiences

Provide detail necessary for each unique audience with a consistent dataset.

- Available to those without access to or knowledge or SPSS, SAS, or data tables.
- Understand marketing campaigns, customer satisfaction, and more. Track logistical roadblocks and processes.

Fuse Multiple Data Sources

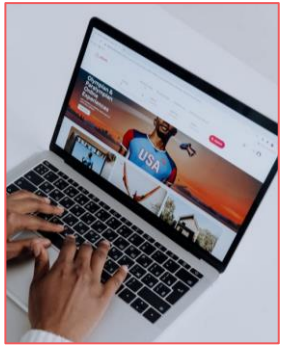
Consolidate trends and themes from multiple data sources

- Incorporate website analytics, transactional, survey, and customer data into one place to reveal holistic insights.
- Merge employee engagement data and sales data for a holistic picture of the business

Dashboard Features

Data Features

- User-guided, interactive filters and and menus
- Real time data access
- Custom APIs to connect multiple data sources
- Raw data exports, e.g., ASCII, Excel, SPSS
- PPT slide exports



Browser Compatible

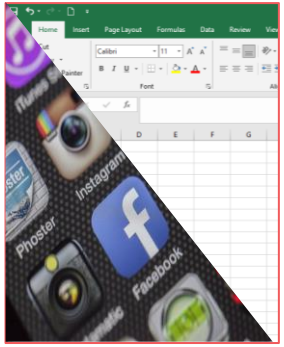
- Chrome
- Firefox
- Safari
- IE 8.0 & above

Device Agnostic

- Mobile devices
- Tablets
- Laptops
- Desktops

All Question Types

- Single select / Drop down
- Multi selects
- Grid / Rating / Ranking
- Text / Numeric data
- Financial, percentage, discrete, continuous data



Range of Options

- Basic and budget friendly or fully customized for your unique needs
- Password protection
- Output options include website application, stand-alone mobile app, Excel file

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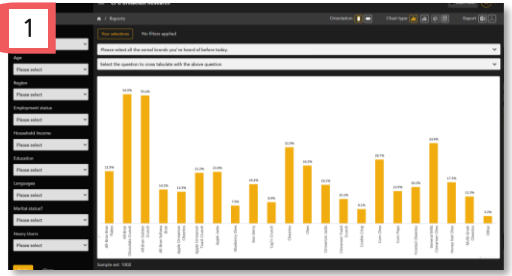
Choose the Dashboard Solution that Best Suits Your Needs

1



Raven

- Competitively priced, proprietary dashboards ready in just 3 days
- Beautiful and easy to use for both small and large datasets
- Demographic and psychographic crosstabs and filtering
- Instantly download charts and tables into PowerPoint for customization

RAVEN
Dashboards for Inquisitive Minds

Proprietary E2E Research software

2

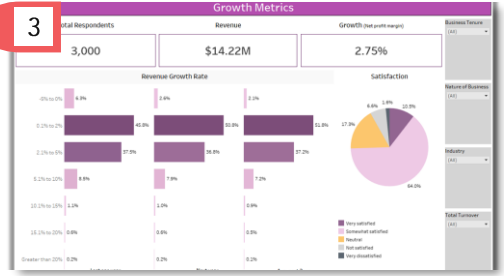
Comprehensive

- Customized for your audience with your choice of colors, logos, & links
- Built using Tableau, PowerBI, Dapresy or other established software that best suits your current need
- Built using your license or ours as appropriate

tableau SOFTWARE

dapresy

3



Custom

- Fully customized to your exact specifications
- Built using .Net, Python, or any necessary programming language
- Incorporate APIs to gather any internal or external data
- Fuse survey, loyalty, transactional, customer, inventory, and supply chain data

Microsoft .NET Framework

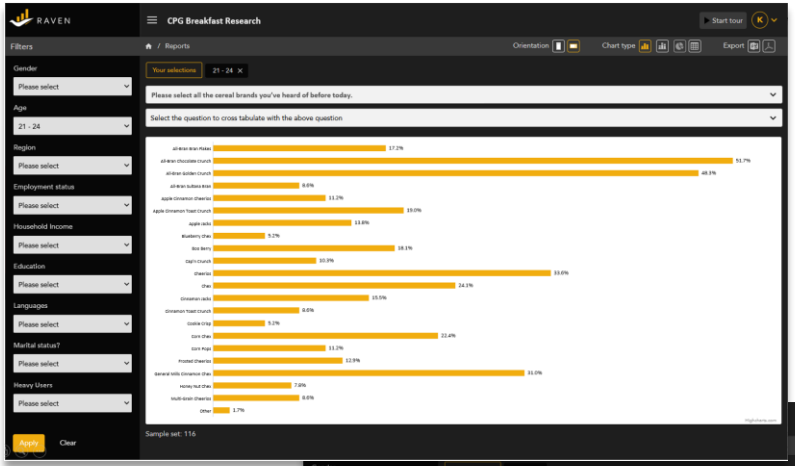
python

Dashboard Examples

Raven: Dashboards for Inquisitive Minds

Beautiful Charts

- Better display long labels or many answer options by instantly switching between horizontal and vertical charts.
- See data labels in charts, and mouse-over data points for additional details.



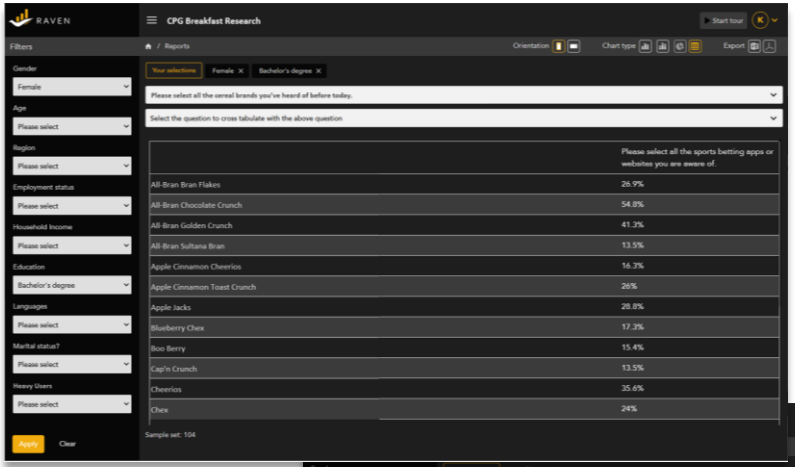
Insightful Crosstabs and Filtering

- Move beyond univariate, total group analysis and evaluate differences among demographic and psychographic segments.
- Use crosstabs to look at interactions among multiple variables.
- Use filtering to hone in on tight demographic or psychographic segments.

Raven: Detailed Tables for Data Gurus

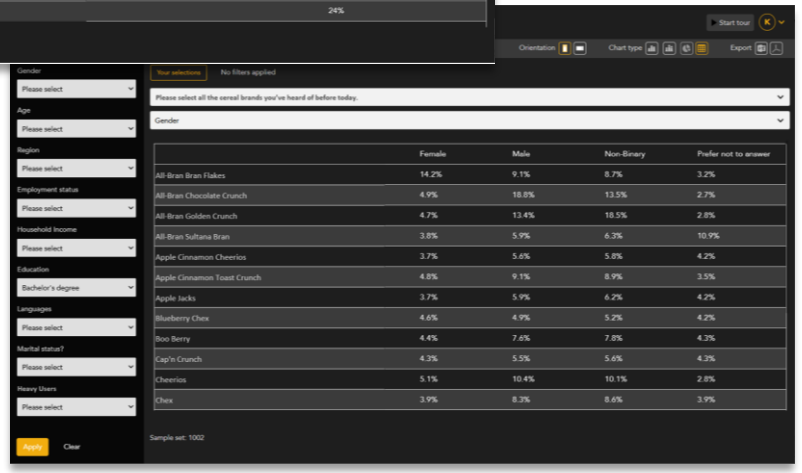
Detailed Tables

- Quickly switch between charts and tables as necessary.
- Easily export the data into PPT or copy the data into any tool of your choice



Detailed Crosstabs

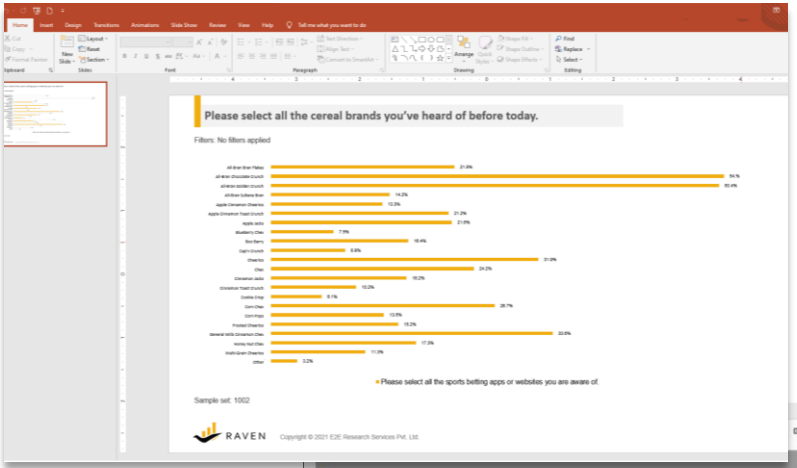
- Prepared detailed tables for unique demographic and psychographic segments.
- Examine interactions among multiple variables.

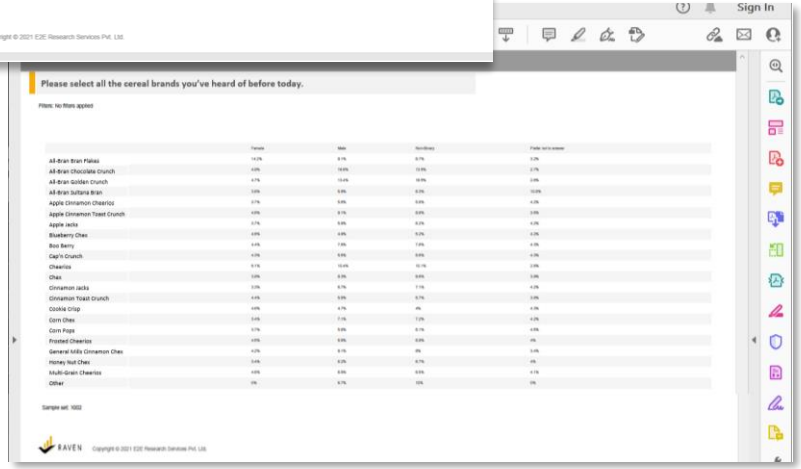


Raven: Easily export charts and tables into PPT and PDF

Editable PPT Exports

- Quickly export any chart or table into PowerPoint to use your branded template and edit the content, fonts, colors, and sizes for your specific needs.

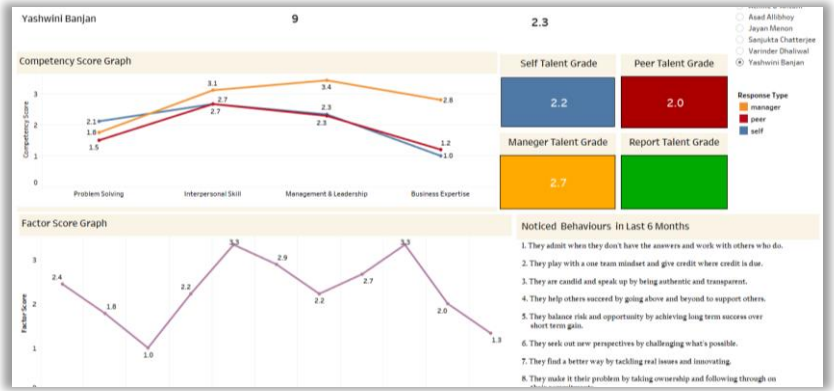


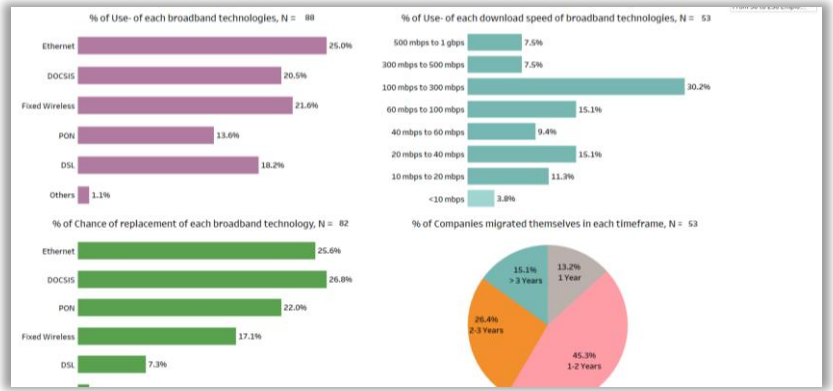


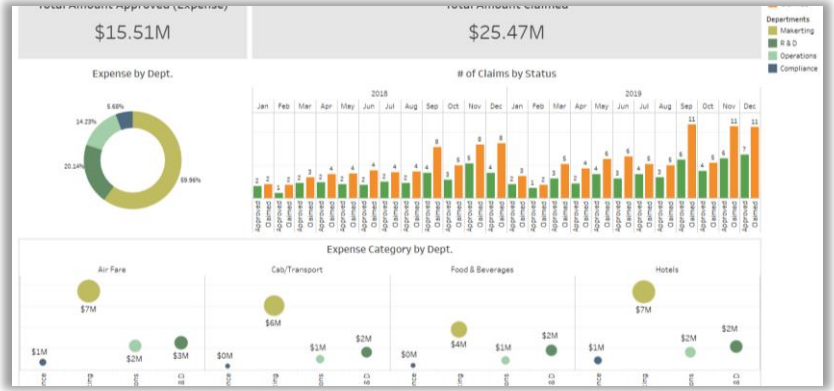
Shareable PDF Exports

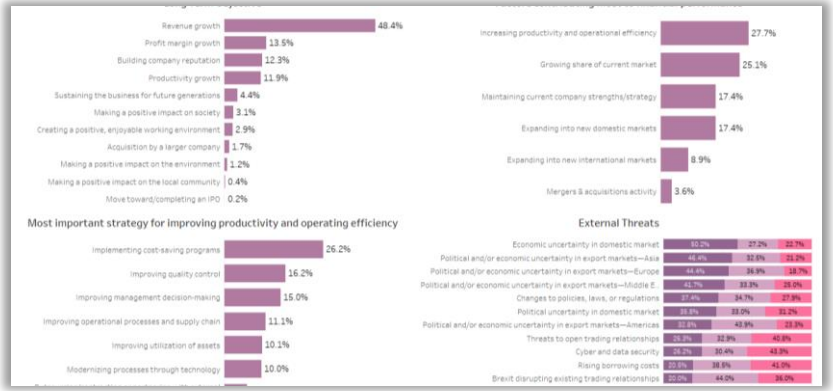
- Preserve your document and ensure that data aren't accidentally changed with easy exports to PDF files.

Comprehensive Dashboards in Tableau



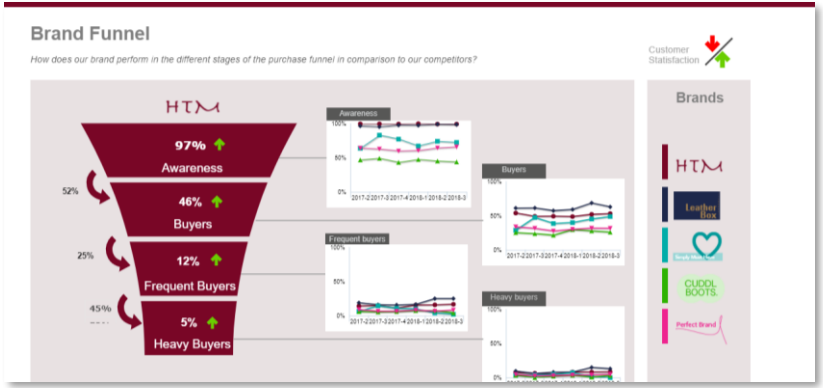


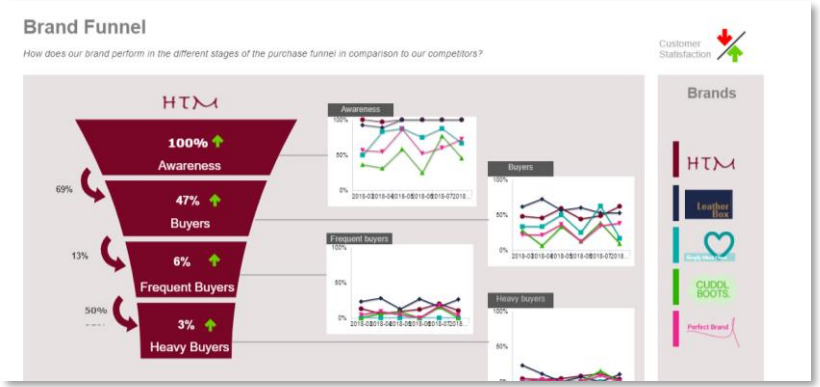


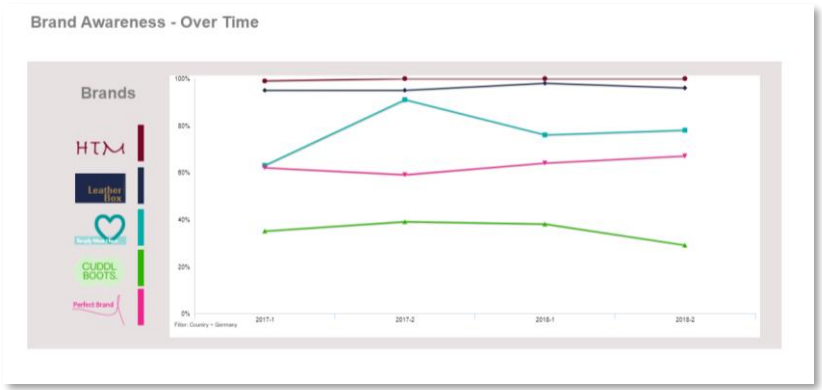


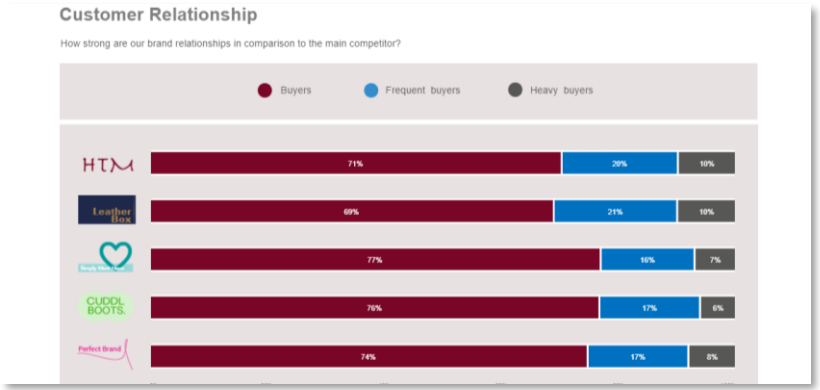
Comprehensive Dashboards In Dapresy

dapresy

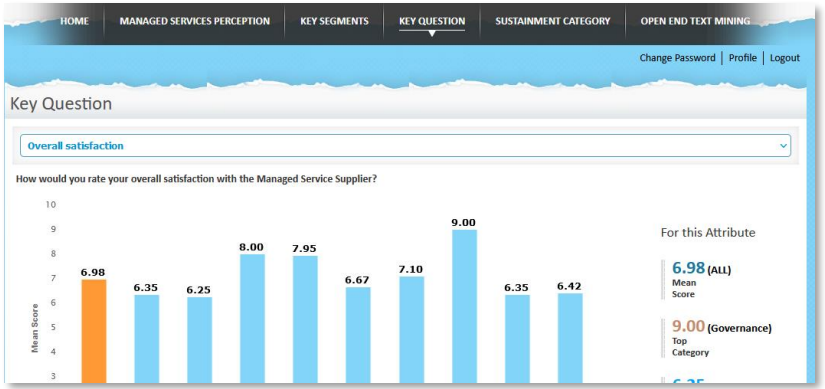


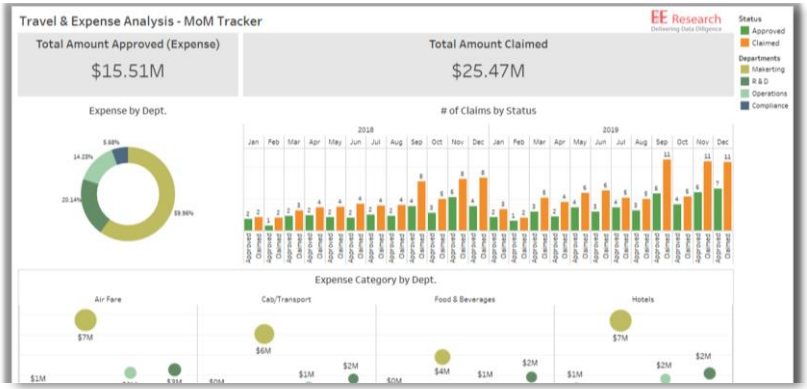


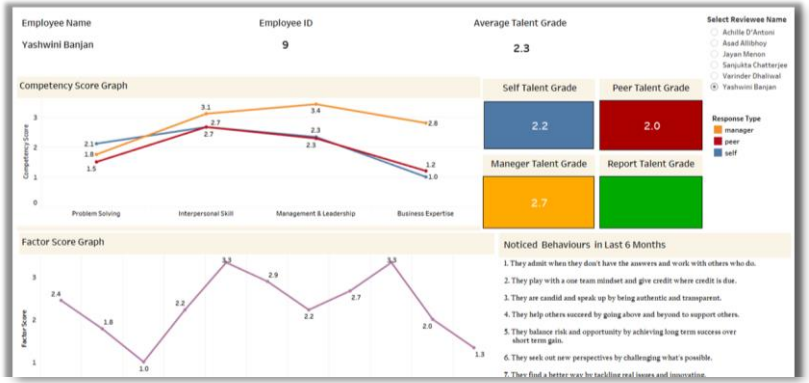


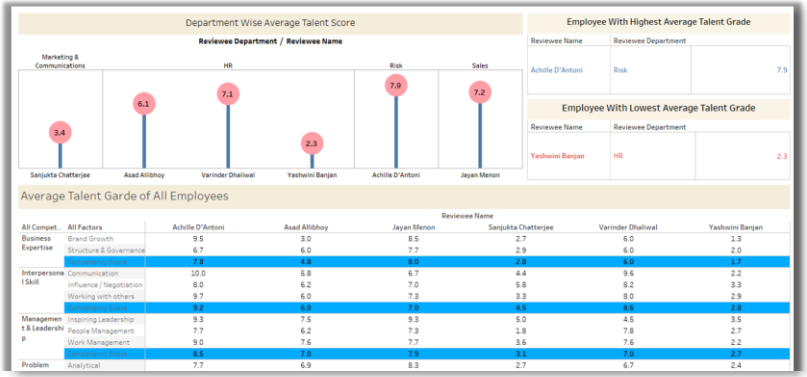


Fully Custom Dashboards in .NET and Python

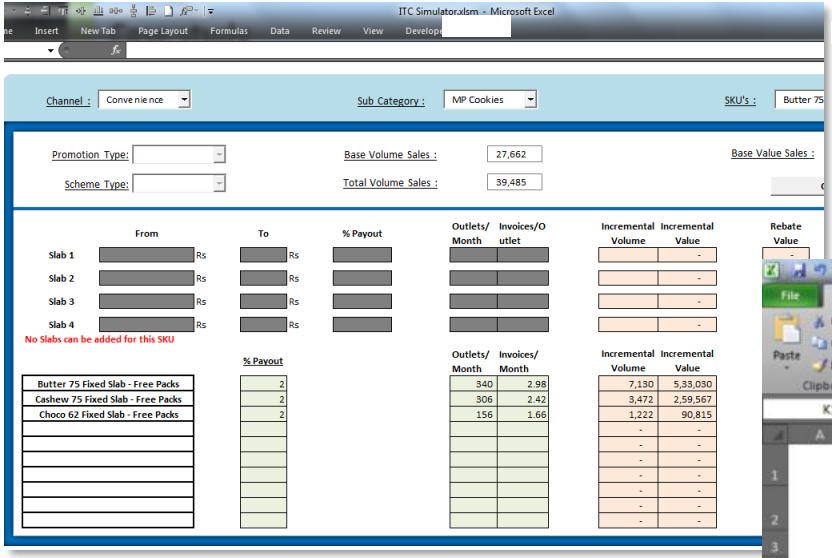


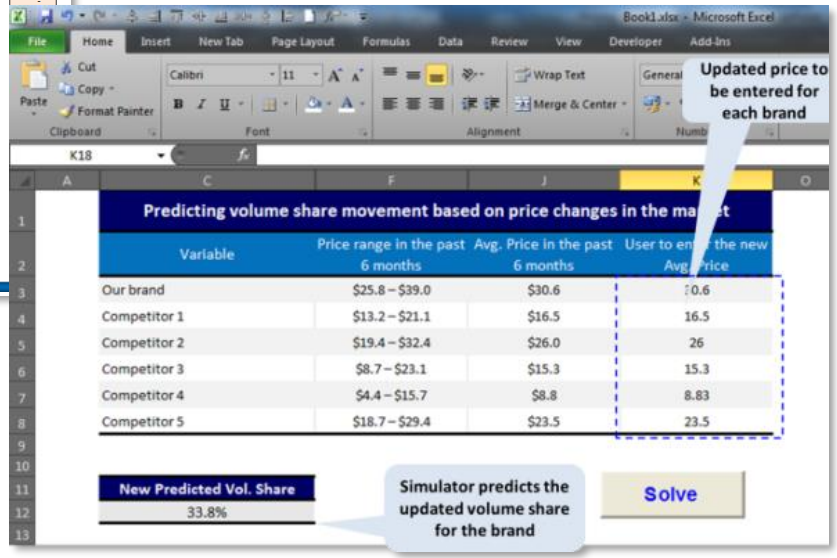






Fully Custom Dashboard Simulators In Excel





Additional Capabilities

Full-Service and Tactical Focus

Primary & Secondary Research

Fieldwork & Data Collection
- End-to-End online research
- Face-to-face
- Telephone / virtual
- Social media research
- Secondary research

Project Management
- Sample management
- Data collection
- Data validation

Deliverables
- Written reports
- Digital dashboards
- Infographics

Business Intelligence & Data Analytics

Analytical Techniques
- Functional and cross-functional solutions
- Data mining, data science
- Data fusion of survey/ transactional/ business data

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

Deliverables
- Digital dashboards
- Simulators
- Mobile apps, APIs

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

Full-Service Design & Reporting

- Design, development, and guidance on the development of simple and complex discussion guides, screeners, and questionnaires
- Engame™ library of more than 100 engaging question types
- PowerPoint slides, written reports, white papers, infographics, dashboards, mobile apps

Full-Service Project Management

- In-survey patient/physician digital signature consent forms via Inscribee™
- Global access to patient, healthcare, and specialty panels from 25+ providers and 75+ geographies
- Manage sample, quotas, emails, & incentives
- Scripting & hosting via our license or yours: e.g., Confirmit, Qualtrics, Decipher, Sawtooth, Questback, MrDimension, Voxco, Survey Gizmo
- Mobile first and optimized for most common devices, screens, and browsers
- Real-time, customized data validation and digital fingerprinting
- Multi-country, multi-lingual real-time translation

Qual & Quant Methodologies

- F2F / CATI / CAWI / CAPI / PAPI / online
- Central Location Testing, intercepts
- Depth interviews, dyads, triads, and groups
- Desk / secondary research
- Social media research

Expert Data and Statistical Analysis

- Open-end & taxonomy coding
- Weighted tabulations with significance tests
- Univariate, bivariate and multivariate statistics
- MaxDiff, Conjoint, TURF, NPS, correlation, segmentation, clustering, factor analysis, correspondence analysis, perceptual mapping, key driver analysis, sensitivity analysis

Confirmit Qualtrics beacon by decipher Sawtooth Software SPSS QPSMR WinCross®

Engaging Question Designs and Tools

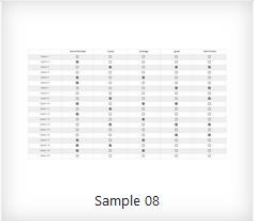
More than 100 Engame™ modules and more than 20 conjoint designs available to increase engagement and encourage survey completion

Sample 02

Sample 03

Sample 04

Sample 07


Sample 08

Sample 09

Sample 12

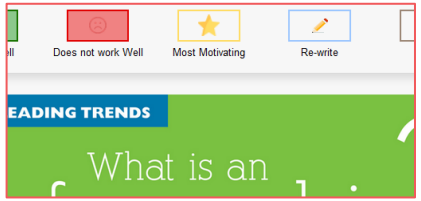
Sample 13

Sample 14

Engame

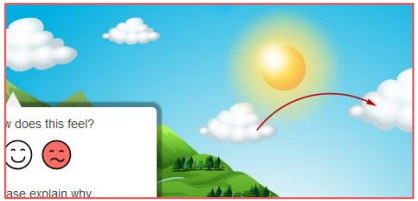
Image Picking

- Select one or more images that best represent the criterion



Highlighter

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



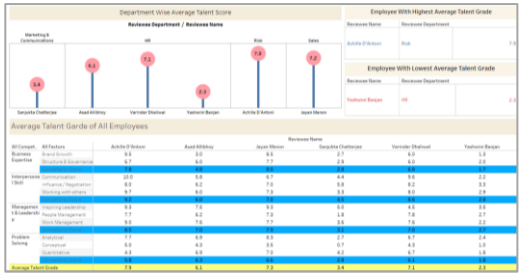
Hotspot with Comments

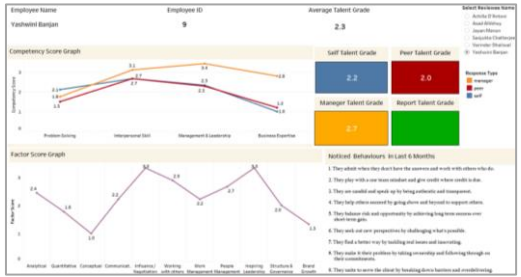
- Select areas on a static image and describe positive and negative aspects in a text box.

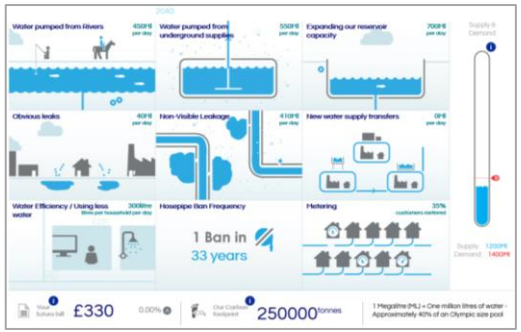
Shopping Cart Drag & Drop

- Select items from a list and drop them into a shopping cart. Stay under a predetermined budget

Advanced Analytics & Business Intelligence







Advanced Analytics and Intelligence

- Conduct market assessments
- Track Key Performance Indicators
- Assess internal business processes, inventory and supply chain processes
- Understand employee retention, satisfaction, and performance
- Understand customer churn, lifetime value, ratings, satisfaction, and loyalty
- Optimize marketing mix and trade promotions

Insightful Simulations

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

Leverage All Types of Internal and External Data

- Merge proprietary internal data with secondary external data from marketing research or desk research
- Ad hoc studies and trackers
- Revenue, financial, inventory, supply chain, & logistical data
- Patient/physician ratings, churn, lifetime value
- Loyalty, transactional, & patient data
- Inventory and supply chain data
- Text and numeric data

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E2E Research™
Enigma to Enlightenment

Thank you!

E2E Research Services

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