E2E Research | Data Tabulation & Coding

Reading data tabulations should be easy.

E2E Research's tab and coding processes help save you time and reduce errors introduced by manual processes.

From scripting to tabs to reports, we'll fill your research gaps. End-to-End.
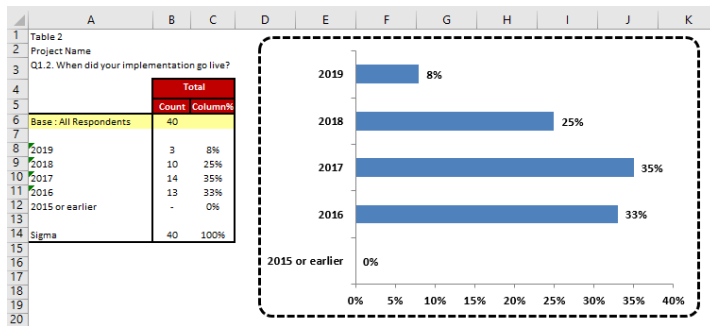
Quantitative Features

- Categorical and continuous data
- Weighted and unweighted data
- Totals, nested totals, percentages
- T-tests, Z-tests, ANOVAs, confidence levels
- Mean, standard deviation, median, mode
- Row, column, subset percentages
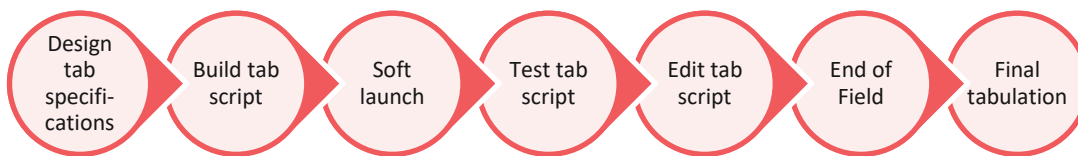- Top/bottom box scores

Custom, Simple Processes

- Clickable Table of Contents
- Custom codes for onf data
- Custom recodes of existing data
- Automatic chart generation
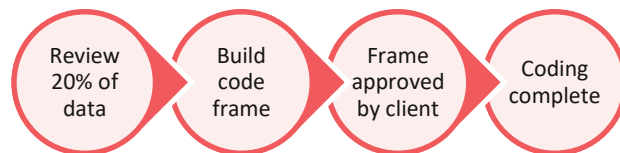- Easily reformat data and charts within Excel

Trusted Processes That Save Time and Reduce Errors

Design tab specifi-cations → Build tab script → Soft launch → Test tab script → Edit tab script → End of Field → Final tabulation

Qualitative Coding

- Code questionnaire open ends or qualitative IDIs, dyads, triads, groups
- 20% of data reviewed to create a code frame

Review 20% of data → Build code frame → Frame approved by client → Coding complete

For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

We offer a full range of market research, data analytics, and business intelligence solutions to help you extend your services, fill the gaps, and offer End-to-End value for your clients.