

Analytical Capabilities

Descriptive and Advanced Statistics

- ★ Sample and study design
- ★ Descriptive analysis, cross-tabulations, tables
- ★ Simple and clustered charts & graphs
- ★ Statistical testing
- ★ Conjoint analysis
- ★ Discriminant analysis
- ★ Multidimensional Scaling
- ★ Classification trees
- ★ Multiple regression
- ★ Cluster analysis
- ★ Meta analysis

CRM & Database Report Building

- ★ Pivots, dashboards
- ★ Advanced spreadsheet and report automation
- ★ Datamarts
- ★ Access, Cognos, Crystal

Data Collection

- ★ Mail
- ★ Web
- ★ Phone - CATI
- ★ Intercept, PDA, Kiosks
- ★ Secondary source data sets

Forecasting & Predictive Modeling

- ★ Response optimization
- ★ Time series trend analysis
- ★ Segmentation analysis
- ★ Cross-sell & up-sell modeling
- ★ Decision modeling
- ★ Price & resource optimization
- ★ Forecasting

GIS & Geo-Mapping

- ★ Point location
- ★ Location analysis
- ★ Thematic mapping
- ★ Territory Alignment
- ★ Distribution routes
- ★ Geography-based analysis & reporting

Creative Data Visualization Services

- ★ Cluster graphics
- ★ Pictographs

Qualitative Analysis

- ★ In-depth Interviews
- ★ Focus Groups
- ★ Open text field analysis



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