

A wooden desk with a red chair, a leather notebook, rulers, and a pen.

Getting the most out of your survey data



***Market
Prescience***

Extract insight, deliver value.

Survey Analysis Pricing

jamie_snowdon@marketprescience.com



SURVEY ANALYSIS SERVICES

Surveys are a very useful tool for understanding your stakeholders. Amongst other things they can tell you what influences purchasing decisions, what customers are willing to pay more for, the levels of maturity within a particular area. Often surveys are commissioned and only the surface of the data is examined and the true value remains stuck in the data. It doesn't matter if you are using your survey to drive thought leadership and or help uncover what you need to make your marketing zing, Market Prescience can help you get the most out of the data you spent all that time, money and energy to collect.

The main data analysis services Market Prescience offer:

- Interactive tables. Turn your flat data into interactive pivot tables across all the questions so your team can drill down into the data with ease, cut by demographic category and not have to struggle to find the data they need or use specialist software / SaaS licenses to distribute. We can even add summary interactive charts within Excel.
- Main data decks. We can take the effort out of report writing or distributing the charts to time crunched SMEs by providing PowerPoint decks containing the most relevant visual representations. We start by providing top level charts for each question and a set key findings, but we can add options for demographic splits and even provide interactive Tableau versions.
- Advanced analysis. If you are looking to identify relevant subgroups within the data using cluster analysis or verify correlation statistics Market Prescience can deliver this extra layer of analysis. Has an existing survey failed to deliver as much marketing value or thought leadership wow as you needed? We can examine the data to see if there is another lens to view the data – are there superstar categories within the data? Are their market segments looking to be targeted in a more precise way?

Survey Analysis Pricing

Interactive Tables

£ **2,500***

Transform your survey data into more useable pivot-tables. Each question has a separate Excel sheet with data sliceable by demo / firmo-graphics.

Survey Data Deck

Starts from:

£ **5,000***

A full set of pivotable tables plus a PowerPoint deck containing visual representation for each question in PowerPoint native or Excel-linked charts. Base price includes top level charts for each question and key findings. Can add options for demographic splits and interactive Tableau versions.

Advanced analysis Clustering etc...

Starts from:

£ **4,000**

Options to add in additional analysis like clustering and statistical analysis such as correlation.



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CONTACT US

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Please get in touch

Jamie Snowdon

+44 (0) 7970 482 414

jamie_snowdon@marketprescience.com

www.marketprescience.com

@thewizeone



ABOUT US

Extracting insight, delivering value

Market Prescience makes data use-able, revealing the underlying story and transforming it into formats that allow you to extract your own insight and value. We shape the data to answer your questions and make it easy to interrogate for yourself. However, that does not mean that it has to be a hands-off approach. Our expertise enables us to help you to ask the right questions to get the answers you are looking for – both at the data collection and data interrogation stages.

We deliver thought leadership by listening. Listening to the data, listening to the market, and listening to our customers. Successful collaboration starts from that first conversation – really getting to the heart of your inquiry. We believe genuine thought leadership is about bringing fresh ideas to the table, underpinned by a scientific approach to your data – a truly bespoke solution.