

Unlock the **Power of AI** for Marketing Research

Starting from RM5K, delivered in just 24 hours.

Phone & Email: Bryan: +6010-245 1788
Dell: +6014-326 3488
www.vase.ai | sales@vase.ai



Julie



Ellana

Session 1

AI-Powered Satisfaction Insights

All Responses 599 

Website Problems 197

Hard to Navigate 106

Confusing Product Info 26

Price & Value Concerns 24

"I clicked 'Get Started' but nothing happened. Not sure if it's a tech issue or just poor design."

Website Problems

"It would be helpful if the website made it easier to compare plans. I had to contact an agent to understand the differences."

Website Problems

Confusing Product Info

 Regenerate Tags 



Prompt > Prompt

Ask anything

write me a prompt that can effectively analyse the responses



⚡ Generating...

Prompt:

Analyze the following 100 open-ended survey responses from Malaysian users about their experiences with insurance claim portals. Identify and summarize:

The most common themes and topics mentioned in both positive (satisfaction) and negative (dissatisfaction) feedback.

- Specific features or aspects of the portal that users appreciate.
- Specific pain points, frustrations, or suggestions for improvement.
- Any recurring issues related to usability, language, customer service, technical problems, or communication.
- Notable differences in feedback that may be influenced by local language, slang, or cultural context.
- Quantify the frequency of major themes or issues where possible (e.g., "30% of responses mention slow response time").
- Provide a concise summary of key insights and actionable recommendations for improving the insurance claim portal experience for Malaysian users.

Analysis:

Malaysian Insurance Claim Portal Feedback Key Insights & Visual Summary

What Malaysians Like

- 📎 Uploading documents
- 📱 Notifications (such as email or SMS updates)
- 🔒 Security and fast processing
- 📖 Helpful sections and step-by-step guides
- 🖱️ User-friendly design and simplicity

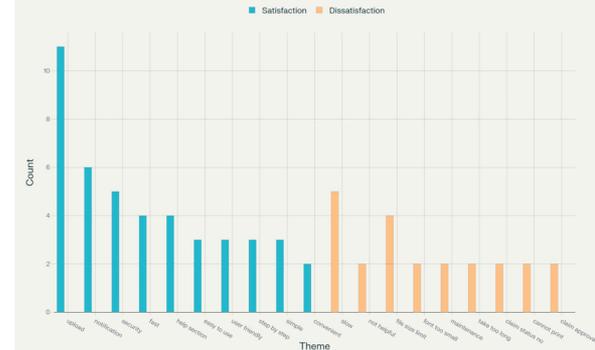
Actionable Recommendations

- 🔧 Improve upload functionality
- 🔔 Enhance notifications
- ⚡ Optimize for speed
- 📄 Simplify forms and steps
- 💬 Upgrade help resources
- 🔄 Increase flexibility

What Malaysians Find Frustrating

- 🐌 Slow performance
- 📄 File size limits and font size issues
- 🕒 Maintenance downtime and delays in claim status updates
- 🖨️ Print and export limitations
- 📄 Lengthy or complicated claim forms
- 🙋 Help sections and customer support

Top Satisfaction and Dissatisfaction Themes in Malaysian Insurance Claim Portal Feedback



Research to **Insights**

Day 1

AI-Powered Satisfaction
Insights

Instantly Generate
Survey Questions with AI

Visualize Data with AI;
See What Matters

Let Existing Data Answer
Your Questions

Spot Emerging Trends,
Lead the Market

Day 2

Summarize Research
Findings Instantly

Concept Testing;
Invest in Winners

Create Buyer Personas
Automatically

Link Ad Campaigns to
Brand Metrics Impact

Post-Campaign
Effectiveness &
Evaluating ROI

Session 2

Instantly Generate Survey Questions with AI



Ask anything

To understand what Malaysians eat, skip, or crave for breakfast.



⚡ Generating...

Question 1

⚡ Generating...

Prompt > Survey Questions

Ask anything

Act as a Malaysian consumer insights strategist at Vase.ai.

1. Based on the blog title provided, design a focused survey (up to 5 questions, minimum 3) that follows best practices:
 - a. Use clear, concise language and avoid jargon, acronyms, or industry-specific terms.** Write for easy comprehension by all respondents.
 - b. Each question must focus on a single data point only.** Do not bundle multiple concepts or scenarios into one question (e.g., separate questions for reasons to eat breakfast vs. reasons to skip breakfast).
 - c. Avoid double-barreled questions.** Never ask about two things in one question (e.g., "Was our service fast and helpful?" should be split into speed and helpfulness).
 - d. Be specific and concrete.** Avoid vague terms like "regularly" or "often"—use precise timeframes or frequencies.
 - e. Ensure questions are unbiased and neutral.** Avoid leading questions that suggest a "correct" answer or contain assumptions.
 - f. Provide balanced, collectively exhaustive, and mutually exclusive answer options.** Include neutral options and "I prefer not to say" where appropriate. Do not include "None of these" if "Other (please specify)" is already provided.
 - g. Ensure answer options cover all possible scenarios without overlap.** For example, if asking about breakfast location, ensure someone who eats at home but doesn't prepare it themselves has a clear option to choose.



 Generating...

In <2 min

Prompt:

1. Malaysians Are Ditching Breakfast? The Surprising Stats Every F&B Marketer Needs to See!

English Version:

Survey (5 Questions with Display Logic):

1. In a typical week, on how many days do you eat breakfast?
 - 7 days (every day)
 - 5-6 days
 - 3-4 days
 - 1-2 days
 - 0 days (never)
 - I prefer not to say

Display Logic: Questions 2-4 only shown to those who eat breakfast at least 1 day per week

2. What is your main reason for eating breakfast?
 - I need energy to start my day
 - It's a family tradition or habit
 - I enjoy the taste of breakfast foods
 - Health and nutrition reasons
 - Social reasons (eating with family/friends)
 - Other (please specify)



What drives your morning food choices?

Type your answer here

What is your main reason for eating breakfast?

I need energy to start my day

It's a family tradition or habit

I enjoy the taste of breakfast foods

Health and nutrition reasons

Social reasons (eating with family/friends)

Other (please specify)

In a typical week, on how many days do you eat breakfast?

7 days (every day)

5-6 days

3-4 days

1-2 days

0 days (never)

I prefer not to say

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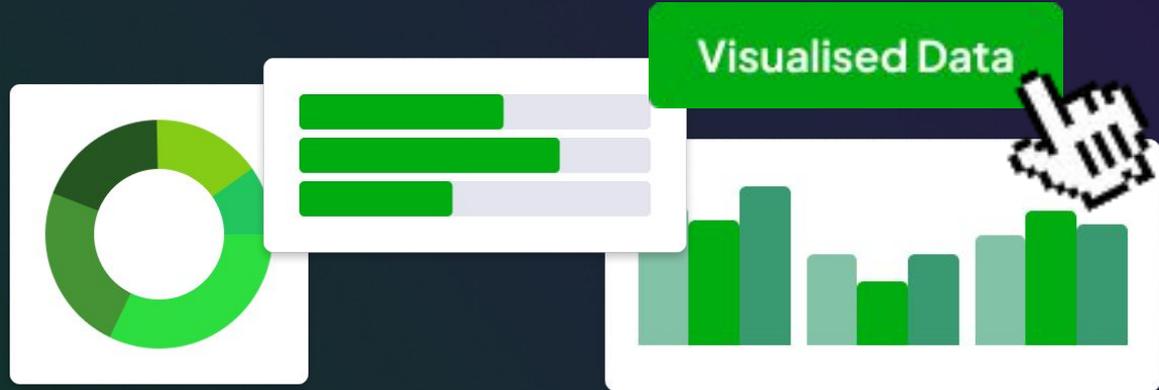
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Session 3

Visualize Data with AI; See What Matters



Prompt > Interactive Dashboard

Prompt for Gemini AI Studio: Interactive Retail Dashboard

Create an interactive dashboard for a large retailer, such as AEON Big, that transforms raw survey and sales data into actionable insights within minutes. The dashboard should allow users to:

- Upload survey responses and sales data directly.
- Filter results by customer segment, store location, and time of day.
- Instantly visualize key trends, such as:
 - The spending patterns of weekend family shoppers who receive digital coupons via the loyalty app (e.g., spending 35% more per trip).
 - Comparison with shoppers who only receive printed flyers, highlighting differences in behavior.



✦ Generating...

Code assistant

Prompt:

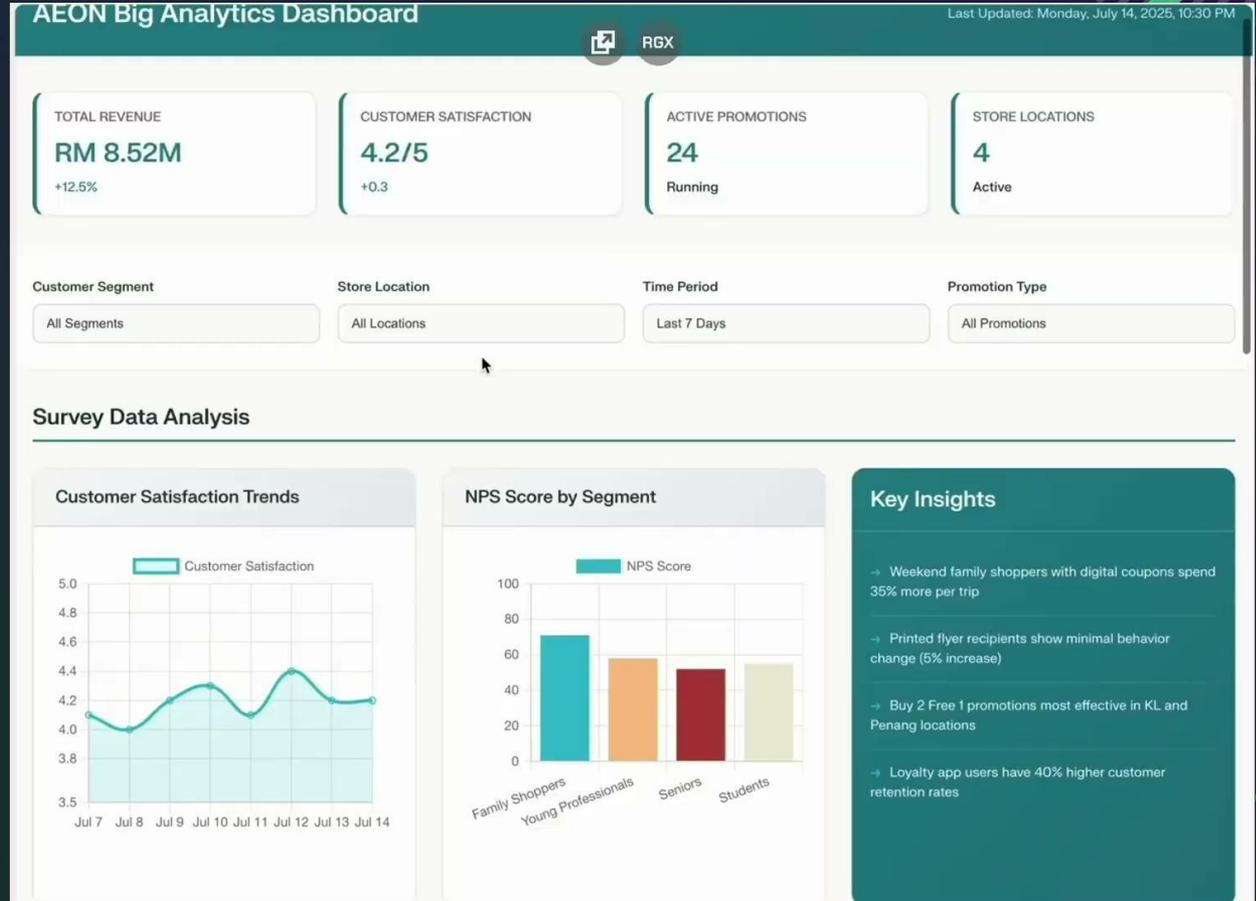
Create an interactive dashboard for a large retailer, such as AEON Big, that transforms raw survey and sales data into actionable insights within minutes. The dashboard should allow users to:

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 - The spending patterns of weekend family shoppers who receive digital coupons via the loyalty app (e.g., spending 35% more per trip).
 - Comparison with shoppers who only receive printed flyers, highlighting differences in behavior.
- Generate heat maps to display which store locations experience the largest increase in basket size during "Buy 2 Free 1" promotions.

- App.tsx
- components
 - Ailnsights.tsx
 - FilterPanel.tsx
 - Header.tsx
 - Heatmap.tsx
- icons
 - IconComponents.tsx
 - KpiCard.tsx
 - SpendingChart.tsx
- data
 - mockData.ts
- index.html
- index.tsx
- metadata.json
- services
 - geminiservice.ts
- types.ts

```
SpendingChart.tsx
1
2 import React from 'react';
3 import { ResponsiveContainer, BarChart, Bar, XAxis, YAxis } from 'recharts';
4 import { Sale } from '../types';
5 import { MarketingMethod } from '../types';
6
7 interface SpendingChartProps {
8   data: Sale[];
9 }
10
11 interface AggregatedSaleData {
12   date: string;
13   'Digital Coupon (App)': number;
14   'Printed Flyer': number;
15   'No Promotion': number;
16 }
17
18 const SpendingChart: React.FC<SpendingChartProps> = ({ data }) => {
19   // Aggregate data by marketing method for comparison
20   const aggregatedData = data.reduce((acc, sale) => {
21     const date = sale.timestamp;
22     if (!acc[date]) {
23       acc[date] = {
24         date,
25         [MarketingMethod.DigitalCoupon]: 0,
26         [MarketingMethod.PrintedFlyer]: 0,
27         [MarketingMethod.NoPromo]: 0,
28       };
29     }
30     acc[date].DigitalCoupon += sale.amount;
31     acc[date].PrintedFlyer += sale.amount;
32     acc[date].NoPromo += sale.amount;
33   }, {});
34
35   return (
36     <div>
37       <h3>Spending by Marketing Method</h3>
38       <BarChart>
39         <XAxis data-cs={2} data-kind="parent">
40           <XAxis.Label date="Date" />
41           <XAxis.Label marketingMethod="Marketing Method" />
42         </XAxis>
43         <YAxis data-cs={2} data-kind="parent">
44           <YAxis.Label amount="Amount" />
45           <YAxis.Label marketingMethod="Marketing Method" />
46         </YAxis>
47         <Bar data-cs={2} data-kind="parent">
48           <Bar data-bbox={0} data-kind="parent" />
49           <Bar data-bbox={0} data-kind="parent" />
50         </Bar>
51       </BarChart>
52     </div>
53   );
54 }
```

In <10 min



Research to **Insights**

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Day 2

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Session 4

Let Existing Data Answer Your Questions



Prompt > Answered Questions

Ask anything

How many people who have purchased home extensions or home renovations in the past year have also purchased cars? What brand of cars have they purchased?



✦ Generating...

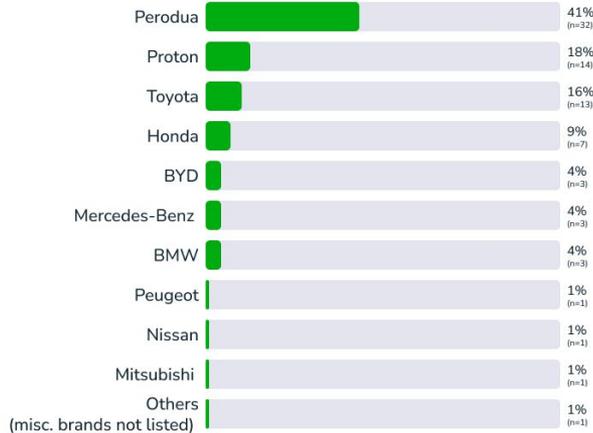
Ask anything

Among those who are planning to purchase a car in the next year, how does the budget of those looking to buy a new car compare with the budget of those looking to buy a used car?



✦ Generating...

Car Brands Purchased by This Subgroup



Perodua was the most commonly purchased car brand among this group (accounting for about **41% of the 79 respondents**), followed by **Proton (18%)** and **Toyota (16%)**. Other brands like **Honda (9%)** had smaller shares, and several brands (e.g., Peugeot, Nissan, Mitsubishi, or other niche brands) were each mentioned by only one respondent (~1% each).

New vs. Used Car Purchase (Next Year)

85%

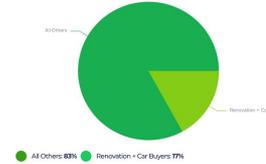
New Car
(approximately 65% of the 130)

Used Car
(approximately 34% of the 130)

Car Purchase Survey: Key Segment Analysis

Total valid respondents: **461 respondents**
Renovation + Car Buyers: **79 respondents**

This group makes up ~17% of all respondents (79 ÷ 461 = 17%)



What This Tells Us

- 17% of homeowners are also recent car buyers
- Perodua leads among renovation-plus-car buyers
- Strong new car purchase intent signals opportunity for promotions targeting first-time or upgrade buyers.

Dual Purchase of Home Renovation and Car

Out of the total respondents, **79 individuals** reported purchasing **both a car and having either home renovations or home extensions** in the past year. This subgroup of 79 represents approximately **17% of all respondents (79 out of 461)**.



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Session 5

Spot Emerging Trends Lead the Market



I always go for **spicy snacks**, they're more satisfying and flavourful.



Would prefer something with **less sugar** and **no artificial flavouring**.



I look for snacks with simple ingredients and **fewer calories**. Taste still matters though!

Suggested Insights:

48% prefer snacks that are both spicy and low-calorie and bold flavour without the guilt



I always check the calories. It's **low-calorie** and still tasty, it's an easy yes for me

Prompt > Trends Analysis & Ideas

Ask anything

Analyze the provided Malaysian snack survey dataset, which includes demographic details (region, age group, parental status, urban/rural background) and open-ended snack preferences. Your task is to:

1. Identify Emerging Trends:

- Segment responses by region, age group, parental status, and urban/rural background.
- Detect recurring keywords, phrases, or themes in snack preferences (e.g., “protein-rich,” “less sugar,” “vegan,” “gluten free,” “affordable,” “local flavors”).
- Highlight new or rapidly increasing preferences compared to traditional choices.

2. Spot Regional and Demographic Hotspots:

- Map which trends are most popular in specific regions (e.g., Penang, Johor, Sabah) or among certain demographics (e.g., Gen-Z, urban parents).
- Note any unique or niche preferences that stand out in particular segments.

3. Recommend Product Development Opportunities:

- Based on the trends, suggest at least three actionable product ideas or improvements (e.g., “launch a high-protein, low-sugar snack for urban parents,” “develop spicy, plant-based snacks for Gen-Z in urban centers”).
- Prioritize recommendations by potential market size, growth, and alignment with Mamee Decker’s brand.

4. Provide Visual Summaries:

- Create clear tables or charts showing the top trends by demographic segment.
- Summarize findings in a concise executive summary for marketers.



 Generating...

In **<2 min**

The Latest Snack Trends

A Guide for Brands and Category Managers

✦ Analysing

Prompt:

1. Key Emerging Trends

Trends	Segment	Urgency
Protein-rich, kid-friendly	Urban parents (Central)	Strong, rising
Less sugar, no additives	Gen-Z (Urban, North)	Rapidly increasing
Plant-based, vegan	Millennials (Urban)	Moderate, steady
Spicy local flavors	Gen-X (East Malaysia)	Niche, but growing

88% Urban parents prefer protein-rich snacks for kids



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Session 6

Summarize Research Findings Instantly

Help summarise insights

Yes, Please!

Generating...



Prompt > Executive Summary

Ask anything

Prepare and executive summary based on the dataset for brand manager, marketer and management team, as a market research analyst.

Based on the uploaded dataset, come up with the research objectives. The executive summary should be able to address all the research objectives. Present it with narrative and in a more story-telling way, only focus on few key numbers.

When answering the research objective, also look into the demographics and consumer behaviour to detect if theres is any significant skew.



⚡ Generating...

Brand Penetration - Past 3 Months

Out of **329 qualified** out-of-home coffee drinkers, **57%** said they had bought Brewster's Coffee in the past three months. That's solid, yet it trails **BeanBox (86%)**, **Perk Palace (77%)**, and **Roast Republic (70%)**. The competitive set is crowded; penetration alone will not win the battle.

86% BeanBox

77% Perk Palace

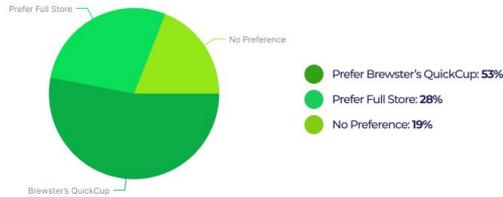
70% Roast Republic

57% Brewster's

1 in 2 out-of-home coffee drinkers have bought Brewster's. Solid, but room to grow.



QuickCup Leads the Way



Grab-and-go convenience is winning hearts

Young, Urban, On-the-Move

Age: Brewster's penetration peaks at **63%** among **25-34-year-olds**, then falls to **35% among 45+**.

Region: **66%** of **Central-region** (Metro City) drinkers buy Brewster's, vs **52% elsewhere**.

Behaviour: **46%** of **18-34s** use self-serve machines at least weekly, versus **28%** of **45+**.

QuickCup resonates with **young consumers**.



Brewster's Brand Association



Convenience is Brewster's key edge

Satisfaction Is Strong, But There's Limited Passion

75%

"good" or "very good"

2%

"bad/very bad"

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Session 7

Concept Testing; Invest in Winners

Test your product concept



Test Product



Prompt > Visual

Ask anything

Generate 2 roll-on perfume concentrate packaging and product visual based on the above concept for SILKYGIRL



Generating...



Prompt

Generate 2 roll-on perfume concentrate packaging and product visual based on the above concept for SILKYGIRL

Now with **AI**:

- ✓ AI-Generated Visuals
- ✓ Brand-Specific Mockups
- ✓ Richer Consumer Feedback



Amanda Tan

Female, 34, Chinese, Petaling Jaya

"The transparent bottle lets me see how much perfume is left, so I know when to buy a new one."



Nurul Binti Ahmad

Female, 30, Malay, Selangor

"The metallic cap feels premium and secure, so I'm not worried about leaks in my bag."



Prasana

Female, 28, Indian, Pulau Penang

"I prefer the citrusy version because it wakes me up in the morning and makes me feel energized."

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Session 8

Create Buyer Personas Automatically



Create Persona



Ramesh Singh

Male, 36, Indian, Melacca



Nurul Binti Ahmad

Female, 30, Malay, Selangor



Ian Wong

Male, 24, Chinese, Kuala Lumpur

Prompt > Buyer Persona

Ask anything

You have conducted a market research study for a **wellness brand in the Malaysian market** and gathered the raw data attached. Using this data, come up with a minimum of **4** and **maximum of 6 audience personas**, based on their health-related behaviour. There audience personas should have a name and general behaviours describing them from the data.



✦ Generating...



Active Aisha

Young professional, 25–34, urban

- Regularly exercises
- Follows health trends online
- Prefers plant-based diets
- Shops wellness products online

Shopping Habits



SEPHORA
ZALORA



Digital Behavior



Traditional Tan

Middle-aged, 40–55, suburban/rural

- Uses herbal remedies
- Prefers local ingredients
- Trusts family recommendations
- Rarely uses digital wellness platforms



Busy Bala

Working parent, 35–45, career & family

- Seeks quick health solutions
- Prioritizes family wellness
- Limited time for exercise
- Responds to bundled deals



Wellness Wani

University student/young adult, 18–24

- Engages with digital wellness content
- Tries new health products
- Looks for affordable options
- Influenced by peers and reviews

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Session 9

Link Ad Campaigns to Brand Metrics Impact



Link Campaign

Prompt > Brand Metrics Analysis

Ask anything

The attached file is a report showing the health of the brand LadangSegar. Their brand performance in the eggs category is summarised in **slide number 50** compared to their competitors.

Create a timeline of brand performance (in terms of awareness, past usage, and all other metrics described in slide 50) which also shows the marketing campaigns from all the brands in that year. The ads can be obtained from the brands' social media pages.



 Generating...

Summary Table: LadangSegar Brand Campaigns and Survey Impact (2019-2025)

Year	Campaign Focus	Brand Health Movement
2019-20	In-store education & farm-fresh positioning	Low but steady awareness (~15-19%); early adopters, low trial & loyalty
2021	Digital content push (nutrition tips, freshness)	Awareness stable (~19%); slight lift in trial (~13%) but usage remained stagnant
2022	Soft launch of “Break & Shine” with nutrient focus	Awareness rose to 25%; trial improved to 19%; usage up slightly
2023	Break & Shine launch + sports tie-in (badminton duo)	Awareness 29%; trial 20%; usage 12%; groundwork laid for loyalty-building
2024	Contests, festive promos, influencer marketing	Awareness 28%; trial flat at 19%; usage steady (~11%) but stronger engagement evident
2025	Brand ambassadors + full campaign rollout nationwide	Awareness surged to 48% (+20pts); trial doubled to 39%; usage jumped to 22%; loyalty rose to 12%

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Session 10

Post-Campaign Effectiveness & Evaluating ROI



30% Increase in repeat purchases among families



Prompt > Brand Lift Analysis

Prompt:

Analyze the provided **pre- and post-campaign** survey results and corresponding **sales data** for Campaigns 1, 2, and 3. For each campaign, calculate the **brand lift** in terms of awareness, perception, and purchase intent, and quantify the sales lift. Present the results in a comparative table and discuss which campaign delivered the **highest brand and sales impact**, including any observed correlations.

In <2 min



Prompt:

C. Competitive & Historical Benchmarking

Campaign/Brand	"Softness Challenge"	Competitor "Eco-Friendly Packaging"	"Gentle Care, Every Day" (last quarter)
Brand Lift ("Soft & Comfortable")	+20	+8	+12
Purchase Intent Lift	+19	+7	+11
Sales Lift (%)	+18	+9	+10

- The "Softness Challenge" outperformed the competitor's campaign in both **brand lift** and **sales impact**.
- Compared to the previous "Gentle Care, Every Day" campaign, the current campaign delivered stronger message resonance and higher purchase intent.

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