



Vase.ai

Assume Nothing with Consumer Research

Module 3

“Actual” Data Analysis



03 "Actual" Data Analysis

Unleashing the consumer insights

Reporting on consumer research can be a meaningful and fun task when approached with the right mindset and a clear guide to follow.

Here are some tips to make the reporting process enjoyable and productive:



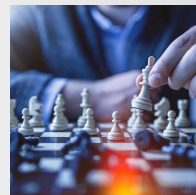
Data cleaning

Where we remove certain responses if we've determined that they're invalid. Yes, this means going through each response one by one. Once done, you can proceed with analysis.



Executive summary

Give the short and simple answers to all your research objectives (that's all upper management really needs to know).



Recommended next steps

Each item included in the executive summary should have the beginnings of a plan of what to do next.



03 "Actual" Data Analysis

Polish your data for crystal-clear insights

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N CQPETC)
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Removing low-quality open-ended responses

Respondents can sometimes leave gibberish in response to open-ended questions, and sometimes the responses given don't answer the question being asked. For example, if your question was "What do you do in your free time?" and the response was "Yes", while it isn't gibberish, it certainly hasn't answered your question.

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Removing straight-liner responses

When you have a series of similar questions, or a grid question, respondents who are not responding to the survey properly may have selected the same response for many questions in a row. For example, if a person has selected that they strongly agree to more than eight statements, one after the other, this seems unlikely.

Married with
children but
don't have any
kid?

Removing responses that fail a "logic check"

When respondents give contradicting responses in a survey, this indicates they may not have read through and understood the questions shown. For example, if a respondent selects "Married with children" in a question asking about their marital status, and then in a follow up question asking how many children they have they select "I don't have any children", this fails the "logic check".



03 "Actual" Data Analysis

Ensure your sample represents target population

Purchasing responses from survey companies

If you specified census or custom balancing upfront when purchasing the responses, representation probably isn't an issue as the major demographic buckets like age and gender will have the distribution you ordered.

Sending survey to your own contacts

If you sent your survey to your own database via email or social media, it's possible your data isn't balanced. Check your sample's demographic breakdown compared to the population you're interested in.

- If they're similar, you're good to go.
- If they don't match, you might consider weighting your results, or removing some responses to adjust and balance the data.

03 "Actual" Data Analysis

From research to result, from analysis to action

With the help of these guidelines, coming up with recommendations based on consumer insights is a straightforward process that can help drive business success.

Research objective & Hypotheses

What is the research objective?

Questionnaire design

Which survey questions answers this?

Data analysis

What's the simple answer to this?
(For the exec summary)

Way forward

What's the action item on this?
(For recommended next steps)

03 "Actual" Data Analysis

Practice makes perfect

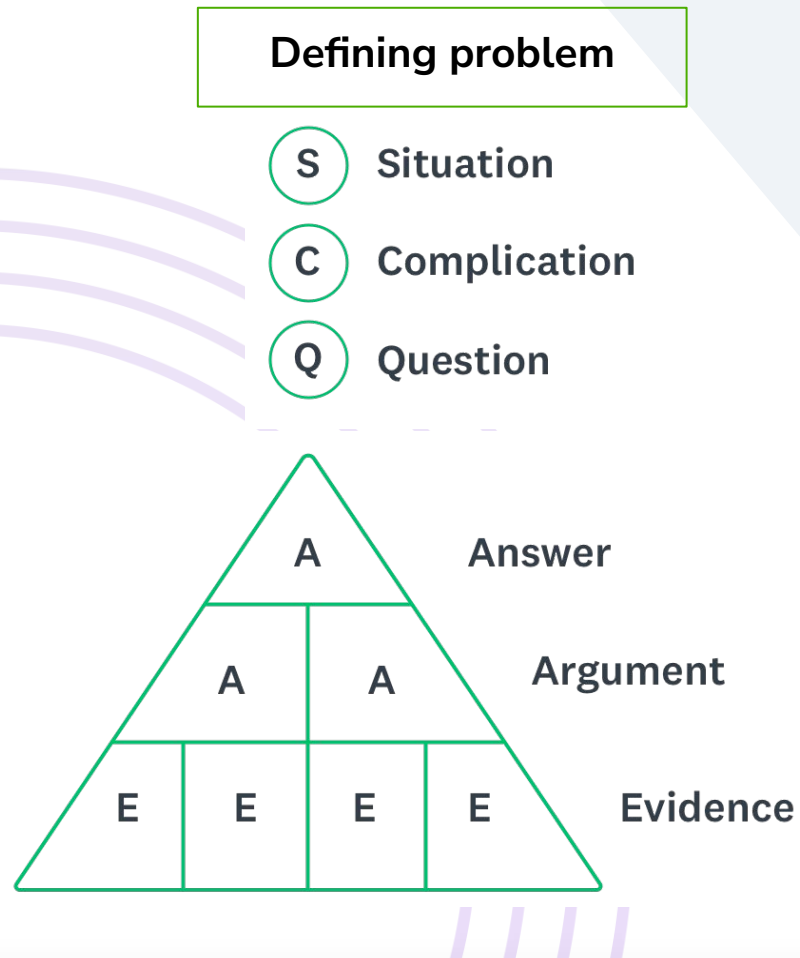
Shift in Personal Care Routine During Pandemic

| Single-answer question | Multiple-choice question | Rating scale question | Ranking question | Open-ended question | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---------|----|------------------|----|-----------|---|-------------|---|---------------|---|--|--------|-------|-------|----|---------|----|------------------|----|-----------|----|-------------|----|---------------|----|---|--------|--------|--------|--------|--------|-------|----|----|----|---|---------|----|----|----|----|------------------|----|----|----|----|-----------|----|----|----|----|-------------|----|----|----|----|---------------|----|----|----|----|--|--------|--------|--------|--------|-------|----|----|----|---------|----|----|----|------------------|----|----|----|-----------|----|----|----|-------------|----|----|----|---------------|----|----|----|--|
| <p>What is the most important factor you consider when selecting a personal care product brand?</p> | <p>Which of the following factors do you consider when selecting a personal care product brand? (Select all that apply)</p> | <p>How important are the following factors when selecting a personal care product brand? (Rate each factor on a scale of 1 to 5, where 1 = Not important at all, and 5 = Extremely important)</p> | <p>Rank the following factors in order of importance when selecting a personal care product brand, with 1 being the most important and 6 being the least important.</p> | <p>What factors do you consider when selecting a personal care product brand?</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Most important factor</p> <table border="1"> <caption>Most important factor data</caption> <thead> <tr> <th>Factor</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Price</td> <td>50</td> </tr> <tr> <td>Quality</td> <td>30</td> </tr> <tr> <td>Brand reputation</td> <td>10</td> </tr> <tr> <td>Packaging</td> <td>5</td> </tr> <tr> <td>Ingredients</td> <td>3</td> </tr> <tr> <td>Product range</td> <td>2</td> </tr> </tbody> </table> | Factor | Percentage | Price | 50 | Quality | 30 | Brand reputation | 10 | Packaging | 5 | Ingredients | 3 | Product range | 2 | <p>Impact factors</p> <table border="1"> <caption>Impact factors data</caption> <thead> <tr> <th>Factor</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Price</td> <td>70</td> </tr> <tr> <td>Quality</td> <td>60</td> </tr> <tr> <td>Brand reputation</td> <td>50</td> </tr> <tr> <td>Packaging</td> <td>10</td> </tr> <tr> <td>Ingredients</td> <td>20</td> </tr> <tr> <td>Product range</td> <td>20</td> </tr> </tbody> </table> | Factor | Count | Price | 70 | Quality | 60 | Brand reputation | 50 | Packaging | 10 | Ingredients | 20 | Product range | 20 | <p>Rating scale question</p> <table border="1"> <caption>Rating scale distribution</caption> <thead> <tr> <th>Factor</th> <th>Rate 1</th> <th>Rate 2</th> <th>Rate 3</th> <th>Rate 4</th> </tr> </thead> <tbody> <tr> <td>Price</td> <td>70</td> <td>20</td> <td>10</td> <td>0</td> </tr> <tr> <td>Quality</td> <td>50</td> <td>30</td> <td>20</td> <td>10</td> </tr> <tr> <td>Brand reputation</td> <td>40</td> <td>30</td> <td>20</td> <td>10</td> </tr> <tr> <td>Packaging</td> <td>20</td> <td>30</td> <td>40</td> <td>10</td> </tr> <tr> <td>Ingredients</td> <td>10</td> <td>20</td> <td>30</td> <td>40</td> </tr> <tr> <td>Product range</td> <td>10</td> <td>20</td> <td>30</td> <td>40</td> </tr> </tbody> </table> | Factor | Rate 1 | Rate 2 | Rate 3 | Rate 4 | Price | 70 | 20 | 10 | 0 | Quality | 50 | 30 | 20 | 10 | Brand reputation | 40 | 30 | 20 | 10 | Packaging | 20 | 30 | 40 | 10 | Ingredients | 10 | 20 | 30 | 40 | Product range | 10 | 20 | 30 | 40 | <p>Ranking question</p> <table border="1"> <caption>Ranking distribution</caption> <thead> <tr> <th>Factor</th> <th>Rank 1</th> <th>Rank 2</th> <th>Rank 3</th> </tr> </thead> <tbody> <tr> <td>Price</td> <td>70</td> <td>20</td> <td>10</td> </tr> <tr> <td>Quality</td> <td>50</td> <td>30</td> <td>20</td> </tr> <tr> <td>Brand reputation</td> <td>40</td> <td>30</td> <td>30</td> </tr> <tr> <td>Packaging</td> <td>20</td> <td>30</td> <td>50</td> </tr> <tr> <td>Ingredients</td> <td>10</td> <td>20</td> <td>70</td> </tr> <tr> <td>Product range</td> <td>10</td> <td>20</td> <td>70</td> </tr> </tbody> </table> | Factor | Rank 1 | Rank 2 | Rank 3 | Price | 70 | 20 | 10 | Quality | 50 | 30 | 20 | Brand reputation | 40 | 30 | 30 | Packaging | 20 | 30 | 50 | Ingredients | 10 | 20 | 70 | Product range | 10 | 20 | 70 | |
| Factor | Percentage | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quality | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand reputation | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ingredients | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product range | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Factor | Count | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price | 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quality | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand reputation | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ingredients | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product range | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Factor | Rate 1 | Rate 2 | Rate 3 | Rate 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price | 70 | 20 | 10 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quality | 50 | 30 | 20 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand reputation | 40 | 30 | 20 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 20 | 30 | 40 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ingredients | 10 | 20 | 30 | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product range | 10 | 20 | 30 | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Factor | Rank 1 | Rank 2 | Rank 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price | 70 | 20 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quality | 50 | 30 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand reputation | 40 | 30 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Packaging | 20 | 30 | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ingredients | 10 | 20 | 70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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03 "Actual" Data Analysis

Presenting insights

Using SCQA method to present insights



Situation: where the business is today, what the knowns are, and any other relevant context.

Complication: the business problem that needs solving - why you set out to do market research.

Question: the specific questions that needed answering with your research, and your approach to answering them.

Answer: the main insights coming out of your market research that answer your business questions, and how they point to action to solve your complication.

03 "Actual" Data Analysis

Presenting insights

Example 1

Situation

Sales has decreased for Brand A over the last quarter.

Complication

Sales has decreased because fewer people are purchasing Product X than usual.

Question

What will make consumers start buying Product X again?

Answer

Brand A's competitor has launched a similar product with more features than Product X. Product X needs to be revamped with additional features to make consumers start buying it again.

Evidence

66% of consumers who have purchased Product X before say that they will start purchasing it again if it had additional features.

03 "Actual" Data Analysis

Presenting insights

Example 2

Situation

Brand A is thinking of expanding into the Chinese market.

Complication

Brand A doesn't know if their product, which appeals to the Malay market, will appeal to the Chinese market.

Question

Does Brand A's product appeal to the Chinese market, and is this segment large enough to justify the cost and effort of going into the Chinese market.

Answer

Brand A's product does appeal to a large segment of the Chinese market, and the move into the Chinese market is justified.

Evidence

53% of Chinese consumers say the product appeals to them, and they would purchase it if it was available to them.

03 "Actual" Data Analysis

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Research objective

What is the research objective?

Is there a change in the number of products consumers use?

Hypothesis: Fewer products used.

Questionnaire design

Which survey questions answers this?

Since the start of the pandemic, I use [more/same/less] amount of personal care products.

Data analysis

What's the simple answer to this? (For the exec summary)

A significant majority of respondents reported **using less personal care products** since the pandemic started.

Way forward

What's the action item on this? (For recommended next steps)

Develop marketing campaigns that highlight the value for money of her brand's products, especially during the pandemic when consumers are more price-sensitive.

03 "Actual" Data Analysis

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Research objective

What is the research objective?

Is there a change in the number of products consumers use?

Hypothesis: Fewer products used.

How do consumers choose a skincare or personal care brand? What affects their decision?

Hypothesis: Value for money is important

Questionnaire design

Which survey questions answers this?

Since the start of the pandemic, I use [more/same/less] amount of personal care products.

Which of these factors are important to you when you decide which personal care brands or products to buy?

Data analysis

What's the simple answer to this? (For the exec summary)

A significant majority of respondents reported **using less personal care products** since the pandemic started.

The pandemic has **increased price sensitivity among consumers**, with many seeking value for money when selecting personal care product brands.

Way forward

What's the action item on this? (For recommended next steps)

Develop marketing campaigns that highlight the value for money of her brand's products, especially during the pandemic when consumers are more price-sensitive.

Introduce promotional offers and discounts to incentivize customers to continue using her brand's products and potentially attract new customers.

03 "Actual" Data Analysis

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Hypotheses

What are the assumptions the brand has made that can be proved/disproved using this study?

Women over 40 are more likely to want personal care products that advertise anti-aging claims.

Questionnaire design

Which survey questions answers this?

Which of the following facial skin issues are you currently experiencing?

Which of the following claims are important to you when buying facial skincare products?

Data analysis

What's the simple answer to this? (For the exec summary)

Women over 40 are more likely to want personal care products that advertise **anti-aging claims**, as well as **hydrating**.

Way forward

What's the action item on this? (For recommended next steps)

Develop and market products that focus on anti-aging and hydrating, if she'd like to attract those customers who are over 40.

03 "Actual" Data Analysis

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Hypotheses

What are the assumptions the brand has made that can be proved/disproved using this study?

Women over 40 are more likely to want personal care products that advertise anti-aging claims.

Influencers have an impact on the buying decisions of consumers aged 35 and below, with TikTok appealing more to those aged 24 and below, and Youtube / Instagram appealing more to those aged 25-35.

Questionnaire design

Which survey questions answers this?

Which of the following facial skin issues are you currently experiencing?

Which of the following claims are important to you when buying facial skincare products?

Which of the following platforms influence your [product category] buying decisions?

Data analysis

What's the simple answer to this? (For the exec summary)

Women over 40 are more likely to want personal care products that advertise **anti-aging claims**, as well as **hydrating**.

Influencers have an impact on the buying decisions of consumers aged 35 and below, with TikTok appealing more to those aged 24 and below, and Youtube / Instagram appealing more to those aged 25-35.

Way forward

What's the action item on this? (For recommended next steps)

Develop and market products that focus on anti-aging and hydrating, if she'd like to attract those customers who are over 40.

Focus on building a strong online presence for her brand, especially on social media and e-commerce websites, to increase brand visibility and attract new customers.

03 "Actual" Data Analysis

Practice makes perfect

ACTIVITY

Try doing it yourself!

Refer to the table you came up with for the “Research Objectives” exercise and the [dashboard](#) (access code is “vase”) of the survey, fill in the “Data analysis” and “Way forward” section we just discussed.

03 "Actual" Data Analysis

Practice makes perfect

ACTIVITY

Research objective & Hypotheses

What is the research objective?
What are the assumptions the brand has made that can be proved/disproved using this study?

Questionnaire design

Which survey questions answers this?

Data analysis

What's the simple answer to this?
(For the exec summary)

Way forward

What's the action item on this?
(For recommended next steps)

03 "Actual" Data Analysis

Unifying multiple sections into a seamless story

| | | | | |
|------------------------|--|---|---|---|
| section 1 2 3 | Research objective What is the research objective? | Questionnaire design Which survey questions answers this? | Data analysis What's the simple answer to this? (For the exec summary) | Way forward What's the action item on this? (For recommended next steps) |
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Since the first thing you did was your executive summary, just build your report accordingly, e.g., section 1 shows the question-by-question data that led to item 1 in the executive summary, section 2 shows the question-by-question data that led to item 2, etc. Each section should lead to the conclusion stated in the executive summary.

This is where linking which survey questions directly answers each item in your research objectives comes in handy.

03 "Actual" Data Analysis

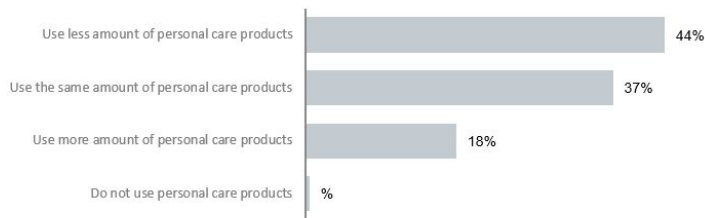
Practice makes perfect

Shift in Personal Care Routine During Pandemic

Executive Summary:

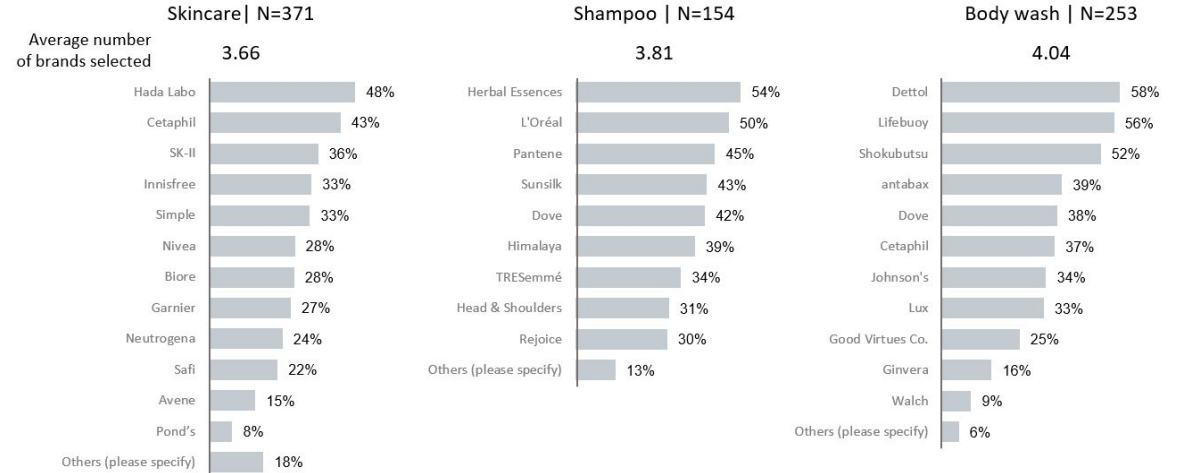
A significant majority of respondents reported **using less personal care products** since the pandemic started.

44% use less amount of personal care products compared to pre-pandemic



Q: Personal care products refer to products that you use for personal hygiene or grooming, like face wash, shampoo, body wash, etc. Since the start of the pandemic, I...
N = 430. Base = All Respondents.

Consumers are using or likely to try 3-4 personal care brands



Q: Which of the following [product category] brand(s) would you likely buy in the future? This could be a brand you're already using or a brand you'd like to try in the future.



03 "Actual" Data Analysis

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Executive Summary:

The pandemic has **increased price sensitivity among consumers**, with many seeking value for money when selecting personal care product brands.



03 "Actual" Data Analysis

See the bigger "picture" from consumer insights

Visualisation plays a vital role in consumer research by transforming complex and often voluminous data sets into visually appealing and easy-to-understand formats.

By presenting research findings in this way, businesses can gain a better understanding of consumer insights. Let's pick the right graph for your insights.

Pie chart or donut chart

- Multiple choice questions with no more than three answer options
- Compares parts of a whole
- Response percentages add up to 100%



Stacked bar graph

- Matrix questions
- Shows comparisons between subsets of your data



Vertical or horizontal bar graph

- Any closed-ended questions
- Includes lots of answer options
- Shows comparisons between subsets of your data



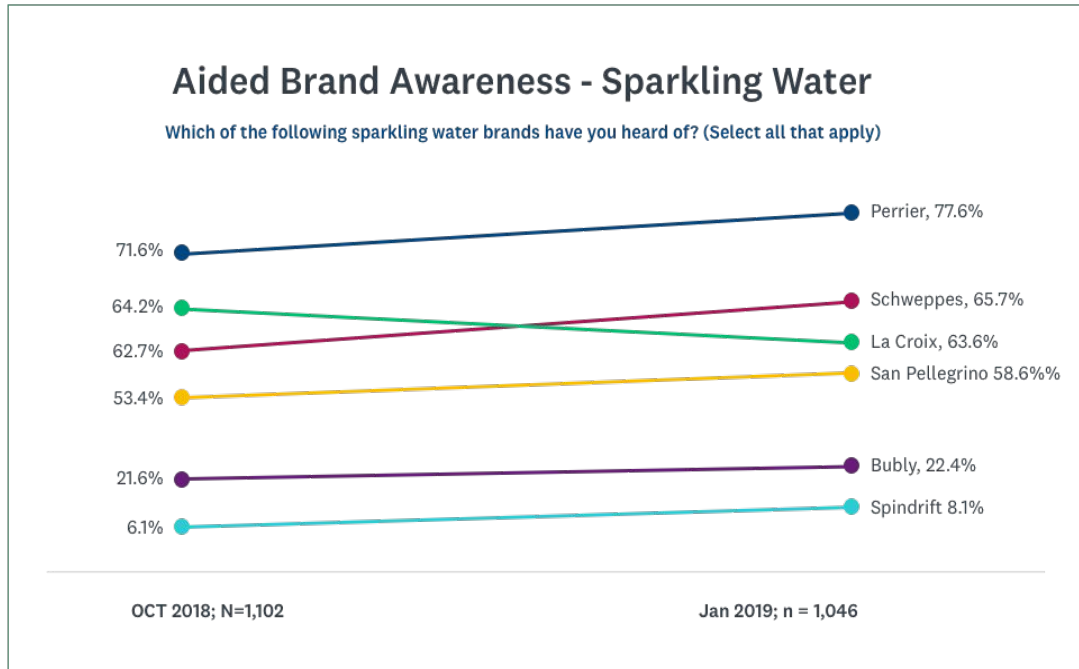
Line graph

- Any closed-ended questions
- Visualizes trends and comparisons over time



03 "Actual" Data Analysis

Small details to enhance your report



Other than picking the right charts, having these few things in the charts you're presenting would help your audience to better understand the insights.

1. Chart title, or survey question text
2. Axis labels, or answer option text
3. Data labels, as either values or percentages
4. Sample size
5. Dates where applicable, especially for trend charts

03 "Actual" Data Analysis

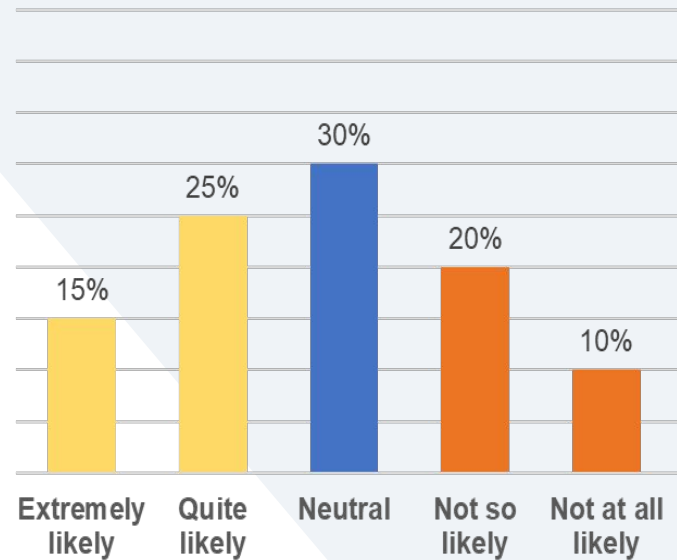
Bucketing data points by category

Here are a few examples on consolidating data:

1. Summarizing Likert scale question results with Top / Bottom 2 Box Scores

This could make it easier to

- Report overall sentiment on a question
- Compare results
- Monitor trends



03 "Actual" Data Analysis

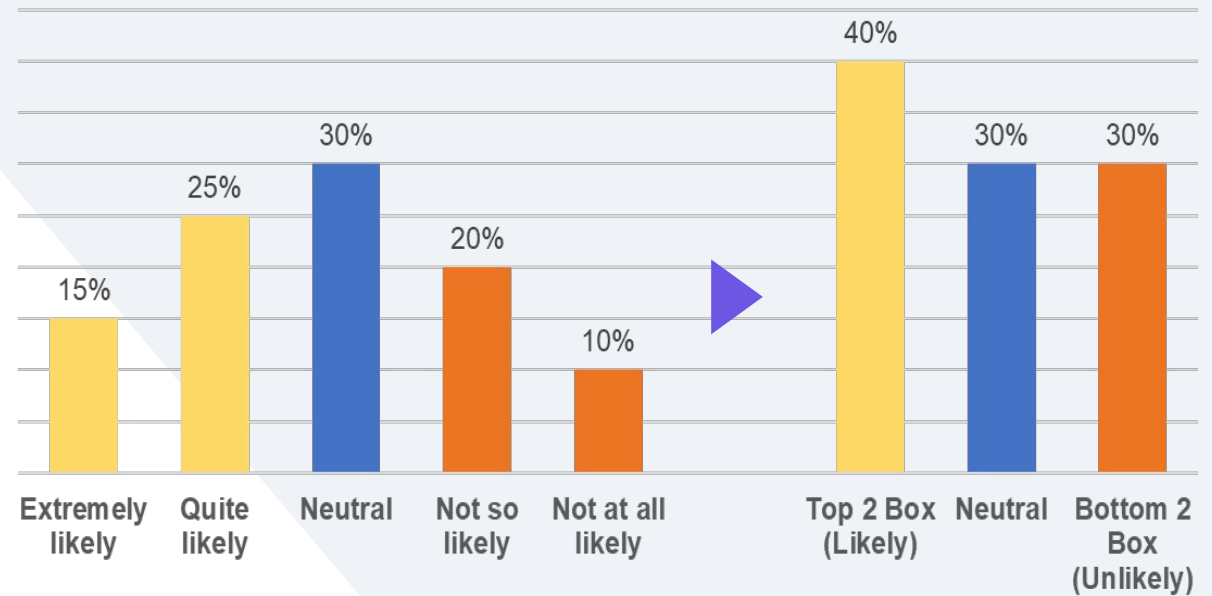
Bucketing data points by category

Here are a few examples on consolidating data:

1. Summarizing Likert scale question results with Top / Bottom 2 Box Scores

This could make it easier to

- Report overall sentiment on a question
- Compare results
- Monitor trends



03 "Actual" Data Analysis

Bucketing data points by category

Here are a few examples on consolidating data:

2. Summarizing time periods

When was the last time you purchased product A?

- In the past week
- 2-4 weeks ago
- 2-3 months ago
- 4-6 months ago
- 7-12 months ago
- 1-2 years ago
- Over 2 years ago

To simplify the analysis, we can bucket the time periods to the following:

- In the past 3 months
- 4-12 months ago
- Over a year ago

Do ensure the total equals to 100%.

03 "Actual" Data Analysis

Bucketing data points by category

Here are a few examples on consolidating data:

3. Grouping results by customer segment

The question asked for:

States where they live

When did they start using Product A

Which product they have purchased from Brand A

The result organised by category:

Region where they live (Northern, Central, etc.)

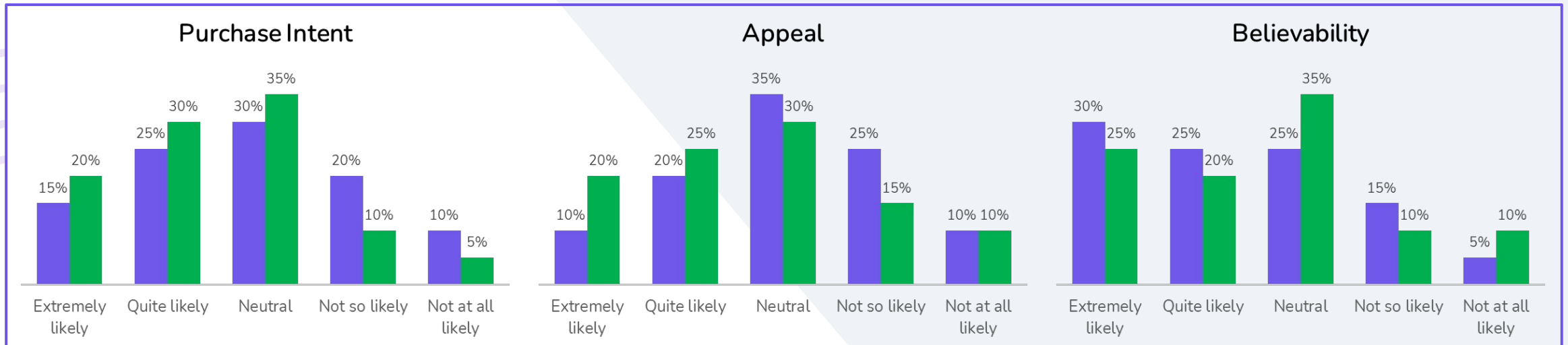
New customers vs established customers

Low-end, mid-level and high-end product segment

03 "Actual" Data Analysis

Building scorecard to compare results

1. Comparing 2 ads using Top 2 Box Scores



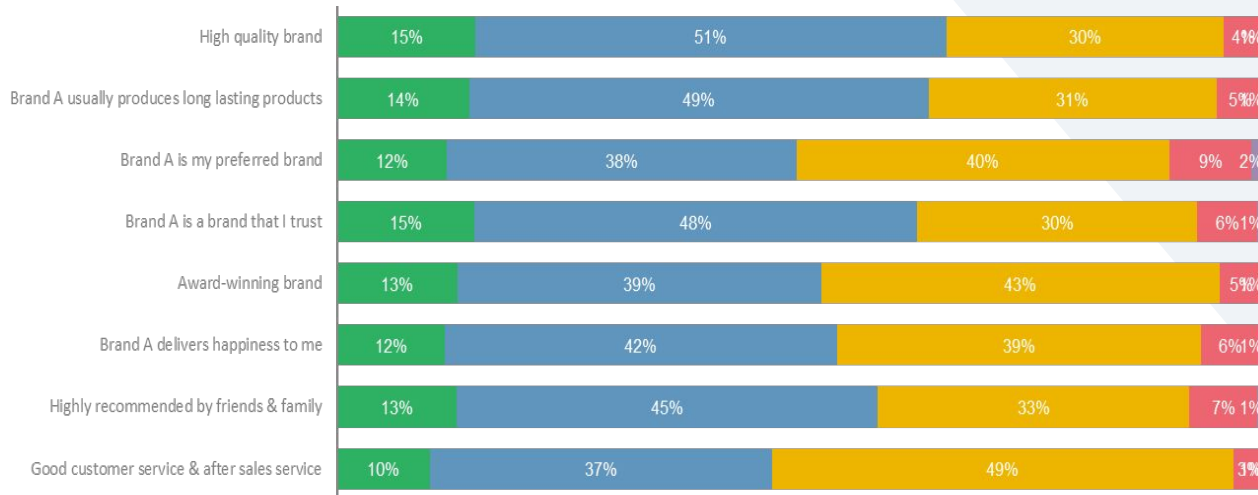
| | Purchase Intent | Appeal | Believability |
|------|-----------------|--------|---------------|
| Ad A | 40% | 30% | 55% |
| Ad B | 50% | 45% | 45% |

03 "Actual" Data Analysis

Building scorecard to compare results

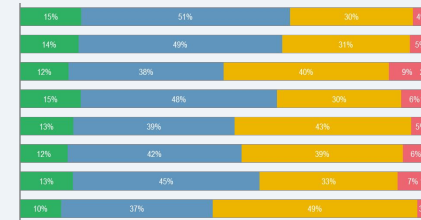
2. Comparing brand perceptions using Top 2 Box Scores

How much do you agree or disagree with the following statements about Brand A's home and kitchen appliances?

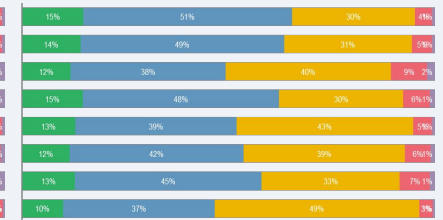


Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

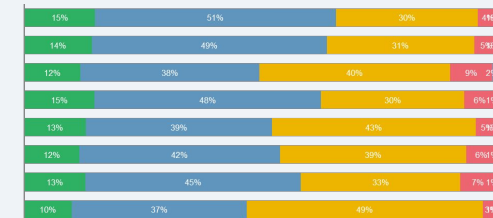
Brand B



Brand C



Brand D



03 "Actual" Data Analysis

Building scorecard to compare results

2. Comparing brand perceptions using Top 2 Box Scores

| | Brand A | Brand B | Brand C | Brand D | Average |
|---|---------|---------|---------|---------|---------|
| High quality brand | 65% | 64% | 65% | 52% | 62% |
| Produces long lasting products | 63% | 60% | 61% | 49% | 59% |
| My preferred brand | 49% | 53% | 51% | 44% | 49% |
| A brand that I trust | 62% | 61% | 58% | 49% | 58% |
| Award-winning brand | 52% | 49% | 52% | 52% | 49% |
| Delivers happiness to me | 54% | 56% | 52% | 45% | 52% |
| Highly recommended by friends and family | 58% | 58% | 56% | 44% | 54% |
| Good customer service and after sales service | 47% | 52% | 48% | 41% | 47% |
| Total | 572 | 553 | 543 | 489 | |

1st most agree

2nd most agree

3rd most agree

Strongly Agree + Agree

Q: How much do you agree or disagree for these statements for Brand X's home & kitchen appliances?

* N = 802. Base = Respondents who are aware of the brands above.

Insights by
Vase.ai

03 "Actual" Data Analysis

Building scorecard to compare results

3. Comparing concepts using Top 2 Box Scores



| Logo Concept | A | B | C |
|--------------|-----|-----|-----|
| Uniqueness | 39% | 39% | 21% |
| Appeal | 39% | 54% | 43% |
| Visibility | 38% | 38% | 34% |
| Favourite | 34% | 37% | 39% |
| Total | 224 | 224 | 224 |

03 "Actual" Data Analysis

Looking into data by segments

Looking into audiences segments to look for differences in perception or preference







| Packaging Concept | A | B |
|-------------------|-----|-----|
| Uniqueness | 52% | 76% |
| Appeal | 35% | 61% |
| Visibility | 18% | 22% |
| Favourite | 20% | 36% |
| Total | 400 | 400 |

03 "Actual" Data Analysis

Looking into data by segments

Example: Looking into gender segments to look for differences in perception or preference



| |  |  |  |  |
|------------|---|---|---|---|
| Uniqueness | 57% | 48% | 73% | 81% |
| Appeal | 41% | 28% | 70% | 45% |
| Visibility | 24% | 17% | 16% | 29% |
| Favourite | 8% | 26% | 38% | 34% |
| Total | 198 | 202 | 198 | 202 |

03 "Actual" Data Analysis

Practice makes perfect

ACTIVITY

Try doing it yourself!

Look at [this dashboard](#) (access code is "vase") of a survey that was conducted on a Gen Z target audience, then try doing the following.

1. Bucket the data points by category wherever you think this will help you present the findings!
2. Find audience segments that you'd like to separate and analyse further to get more insights!

03 "Actual" Data Analysis

Presenting insights

Find powerful stats as evidence

1 in 3

parents face childcare-related credit card debt

60%

of parents, especially moms, return to work partly due to childcare costs

77%

of parents were interested in the service BridgeCare Finance would provide

Example: Brand A awareness is at 72%

- 72% have heard of Brand A
- 28% are not aware of Brand A
- 3 in 4 have heard of Brand A
- 1 in 4 are not aware of Brand A

03 "Actual" Data Analysis

Presenting insights

Focus on the WHY

Step back and see if your presentation is not just answering the “what” and “how”, but also the “why”.

For examples of this, refer to [Example 1](#) and [Example 2](#) in the SCQA method, outlined in the “Situation” and “Complication” sections.

03 "Actual" Data Analysis

Presenting insights

Keeping it simple

Not all findings are relevant to your story.

It's OK to leave a lot of your data out of your presentation if it distracts your audience from taking away what matters.

03 "Actual" Data Analysis

Presenting insights

Present in the form of strategic business recommendations (AKA executive summary)

Strategic recommendations should be:

- **Focused:** Recommendations should flow from the business question you started with and be supported by your research insights.
- **Specific:** Make sure your recommendations outline specific, clear actions to be taken. It's possible that the next step is to do more research, so in that case, be ready with a plan (and budget, if applicable).
- **Attainable:** If they are aggressive or require more resources than you currently have (whether it's budget or headcount), outline what it would take to accomplish your recommendations.
- **Measurable:** Tie your recommendations to quantifiable business outcomes, even if they're based on assumptions.

03 "Actual" Data Analysis

Presenting insights

Citing your research

A survey methodology summary should contain:

- The data collection method (i.e. Vase.ai platform, customers, etc.)
- When you fielded your survey (date of launch - date of completion)
- Sample size
- Country/location
- Target audience criteria (e.g. demographics, screener question used)
- Whether the sample was balanced or weighted (and if it was, based on what population metrics)

Here's an example:

This study was conducted using the Vase.ai platform from Sept 21 - Sept 22, 2019 with a Malaysian sample of 400 adults age 18+. The sample was representative to Malaysian population on age and gender according to the Malaysian Census.

03 "Actual" Data Analysis

Presenting insights

Keep in mind; is this report being **presented** or **read**?

If it's being presented, you can have less information on the slide because you'll be guiding the viewer through the report.

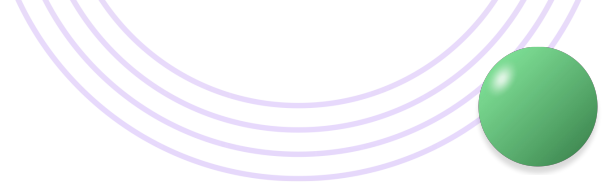
You can even get away with the most minimalistic slides with only key points, with you as the speaker providing the connective tissue that links the key points together.



If it's being read, all your points need to be on the slides themselves, as you're not going to be there to explain them.

03 "Actual" Data Analysis

Unifying multiple sections into a seamless story



Feedback survey for Part 3

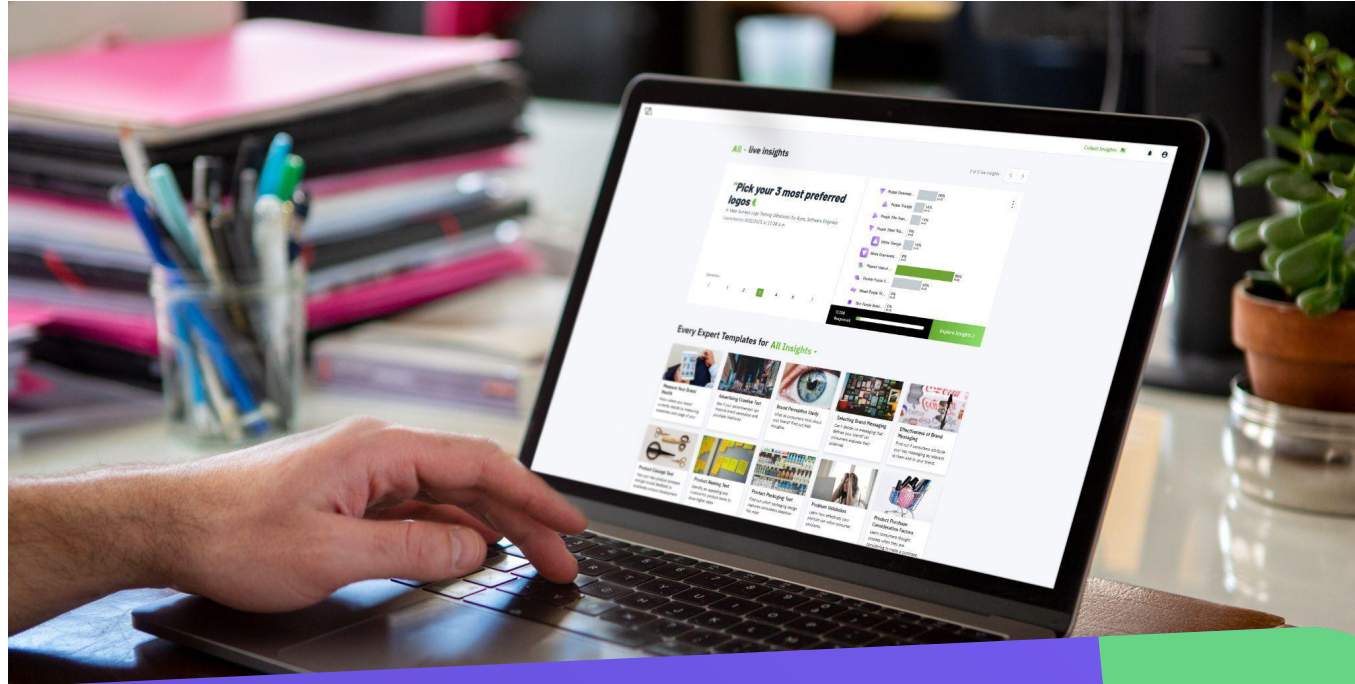
1. How helpful was this section of the course on "Actual" Data Analysis"?
 1. Very helpful
 2. Somewhat helpful
 3. Neither helpful or unhelpful
 4. Somewhat unhelpful
 5. Very unhelpful
2. Please include your suggestions on how we can improve this course and its content!



Vase.ai

Assume Nothing with Consumer Research

Thank you



Our Professional & Qualified
Customer Success Team is always
ready to help

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