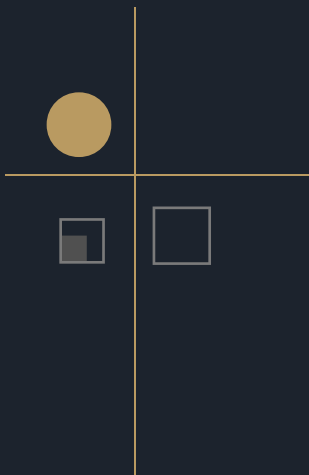


HABITS AND EXPERIENCES REPORTING



THE CLIENT PROBLEM

Our client, **one of the largest CPG companies in the world** routinely ran **habits and experiences/usage & attitude studies** across multiple categories. However, as their data grew in volume across categories and markets, it became difficult for stakeholders to **access, compare, slice and dice data**. Our client wanted **visually rich infographic applications** which would help them get a quick understanding of their studies.

THE AQ SOLUTION

We helped our client collate, clean and aggregate their historical data. Then we built applications for each category with custom builds and category specific modules. A brief summary of the key functionalities and modules across applications are given below.



COMMON FUNCTIONS

ACTIONABLE INSIGHTS

Charts and metrics that bubbled-up insights.

EASY TO USE

Secure, easy-to-use tools which provided information in a dynamic and interactive way.

NO PER USER LICENSE FEE

The fee covered an unlimited number of users for the tool.

DYNAMIC FILTERS

Data could be sliced by specific consumer clusters, needs, different countries and behavior-opportunity spaces.

POWERPOINT OR EXCEL EXPORT

Users could export/view data in PowerPoint or Excel for easy sharing or analysis.

SAMPLE SIZE CHECKS & SIGNIFICANCE TESTING



KEY MODULE FEATURES

BEHAVIOR-OPPORTUNITY SPACES

This module helped tool users see the different opportunity spaces which could be owned by the brand with respect to consumer behavior patterns.

PROFILE MODULE

Allowed users to view profiles of different consumer groups/sub categories.

MARKET DEVELOPMENT MODULE

Provided users with the ability to view behavioral pyramids across various markets and deep-dive into them.

THE DATA MODULE

This view provided users with an in-depth analysis of H&E measures.

SNAPSHOT OVERVIEW

This module provided the client team an overall summary of category usage at a country or global level.

COMPARE MODULE

Allowed users to compare a wide variety of H&E measures.

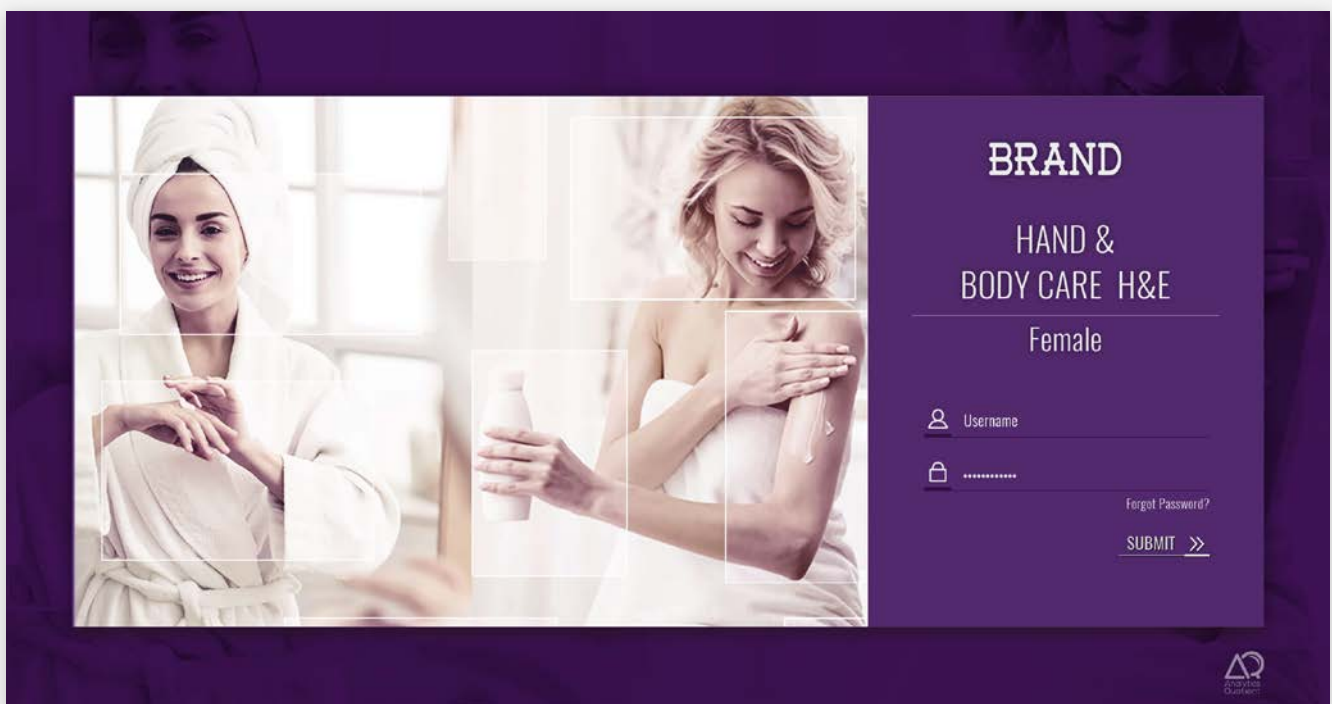
NEEDS & CONCERNS MODULE

Highlighted the brand's performance against meeting various needs and expressed by different consumer groups.

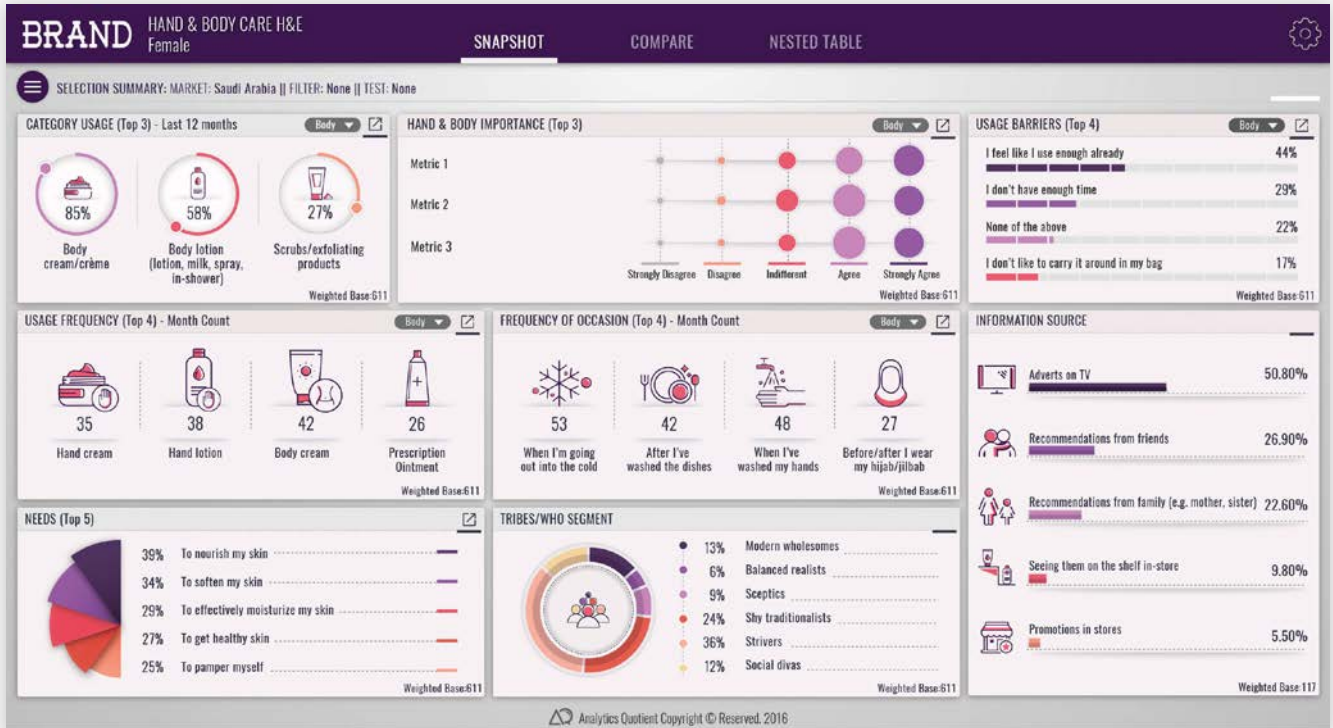
THE ADVANCED ANALYTICS MODULE

Helped users carry out advanced analyses with opportunity maps and flexi-cross tabs.

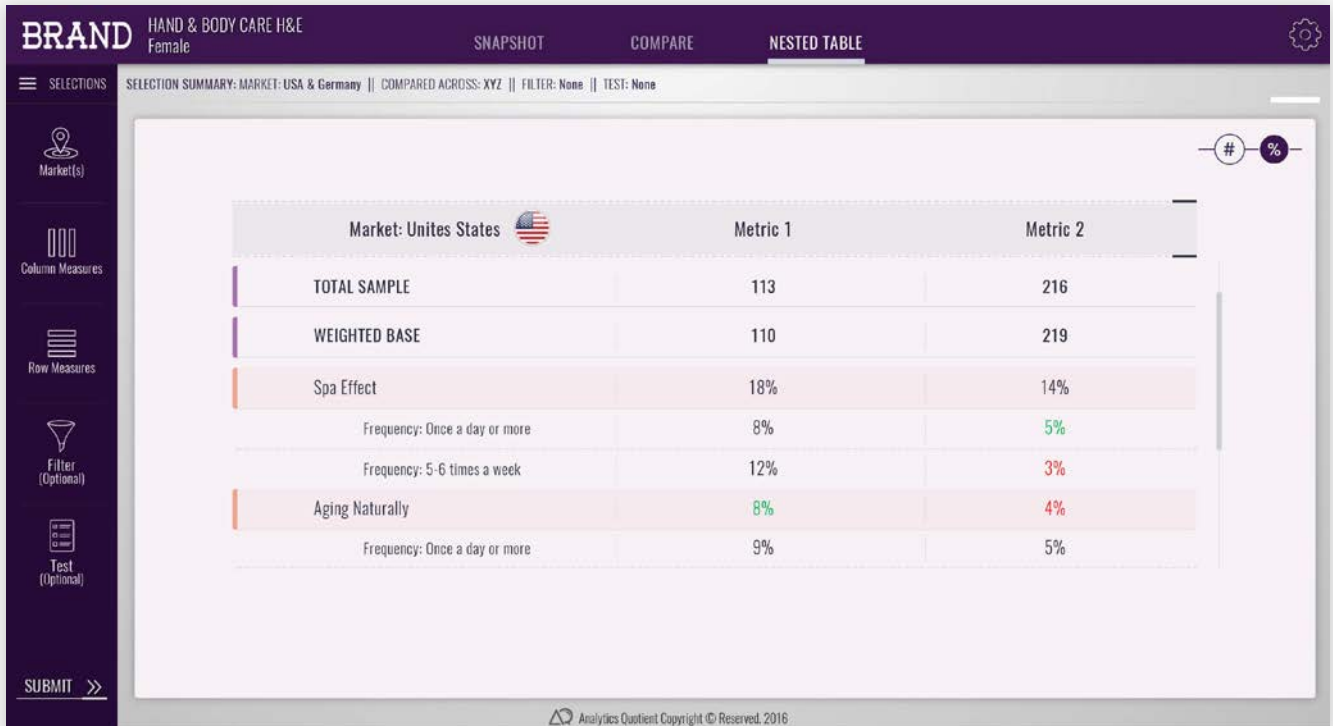
LOGIN PAGE FOR THE H&E REPORTING TOOL



SNAPSHOT VIEW OF ONE MARKET



A COMPARITIVE VIEW ACROSS MARKETS





Thank You

For any queries, get in touch with us.

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