RESEARCHER'S TOOLKIT

INTEGRATED INSIGHT, INC.

Just need help with survey programming or tabulation? We can throw you a lifeline to meet your immediate need on a number of fronts:

> *Qualtrics* – In-house, Qualtrics certified programmers can take your survey, program in Qualtrics, and field the research using sample provided by you or your panel company.

> *SPSS* – Have a dataset and need some programming help? We can help with our in-house SPSS programmers. Whether it is programming or building tables for your use, we can get you up and running fast.

> *Tableau* – Frustrated with piles of data and struggling with how to report? Our in-house programmers can build easy to use dashboards in Tableau, with no cost to you for use of the tool.

These tools can help streamline your own in-house research and improve your team's productivity. What you may need to do sporadically, we do daily, which helps us get you up and running faster so you can focus your efforts on analysis.

While there are many survey software programs available for use, *Qualtrics* has the sophistication to accommodate your most complex questionnaire design. Rather than compromise what you are trying to do with the survey, let us help program and host in Qualtrics to achieve the results you want.

Similarly, you don't need to be an *SPSS* programmer to reap the benefits. If you already have SPSS, we can take your data set and help with more sophisticated analysis. But even without having the software at your disposal, you can still benefit from the output. We'll take your data, develop customized tables to your specifications, and deliver those tables to you in Excel.

Need something more interactive? *Tableau* is the answer. Similar to SPSS, we'll take your data and deliver a dashboard that can be used by anyone on your team (no need to purchase Tableau yourself) to interactively produce the information and analysis you need. Warning: This can be addictive!

Contact us at **info@integratedinsight.com** or call Terry Dolan, (407) 421-4851.