DATAMATICS

Deep in Digital

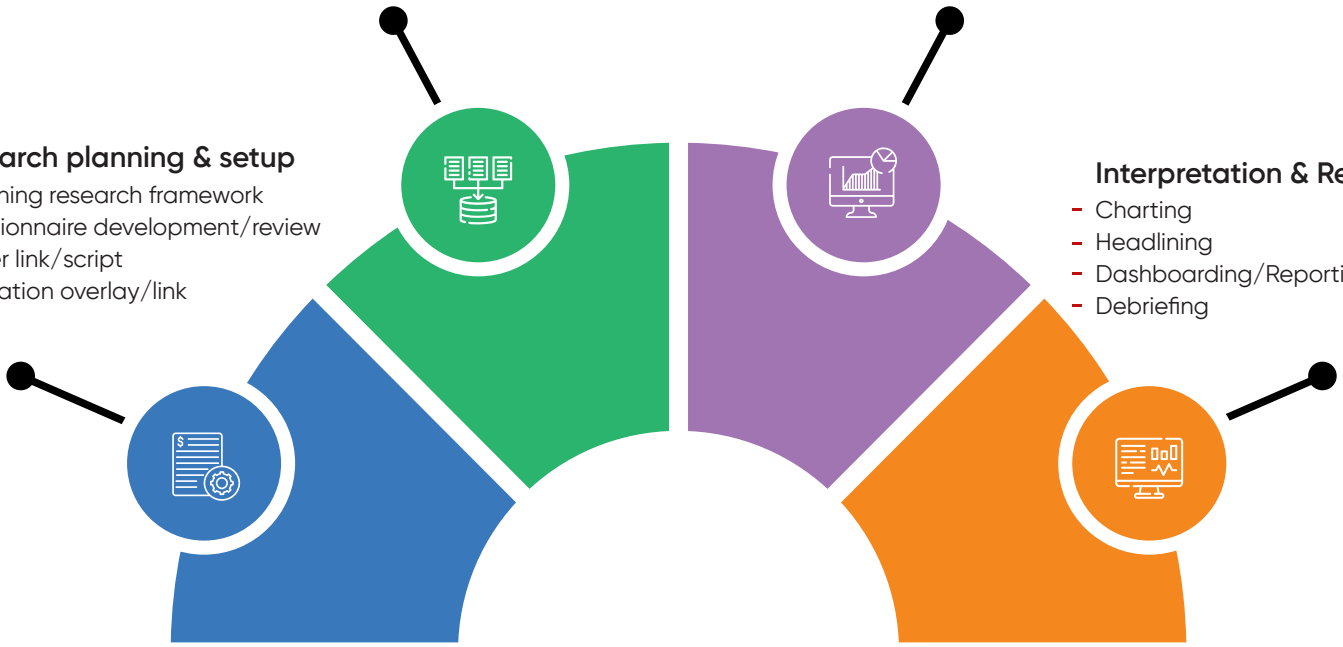
Transform to Perform

Your Partner in Research Management

Unlock Your Brilliance, We'll Manage the Details

Data Collection
- Soft launch/Interim data
- Monitoring progress/quotas
- Open Ended review
- Analysis plan/Tabspec

Data Analysis
- Tabulation
- Open Ended coding
- Report templating



Research planning & setup
- Designing research framework
- Questionnaire development/review
- Master link/script
- Translation overlay/link

Interpretation & Reporting
- Charting
- Headlining
- Dashboarding/Reporting
- Debriefing

At Datamatics, we offer end-to-end research support, seamlessly integrating with research agencies throughout the entire research life cycle. Our experienced team empowers you to focus on consultations while we handle the nuts and bolts of your project execution.

Research Planning & Setup:
We help you meticulously plan your research projects from setup to delivery. Our detail-oriented team collaborates closely with you to design a research framework and develop effective questionnaires. We check and analyze the master link and translated overlay scripts, enabling seamless data collection across various platforms, riding on first time right philosophy.

Data Collection:

High-quality data is vital for meaningful insights. Our services include soft launches and interim data assessments, allowing for progress monitoring and necessary adjustments. We work with your panel partners and meticulously monitor overall project progress and quotas for representative samples.

Data Analysis:

We work with your data processing partners and teams to ensure timely tabulation outputs. Our data analysis experts excel in open-ended coding, extracting key themes and sentiments from the data.

Reporting:

Interpreting research findings and presenting them in a compelling manner is essential for driving action. Our team specializes in charting, creating visually appealing graphs and charts that bring data to life, making it easier for stakeholders to grasp the key insights. Additionally, we are equipped to work with a range of data visualization tools to enhance the accessibility and impact of your research findings.

SUCCESS STORIES

Success Story	Business Challenge	Datamatics Solution	Business Impact
Journey from Quality Assurance to Data Visualization	A global Market Research Agency required experienced professionals to perform quality assurance on 32 tables for 7 markets in a pilot study. They sought individuals who could quickly adapt to the Forsta (Dapresy) platform and deliver accurate results.	Datamatics swiftly grasped the intricacies of the tables and embarked on a thorough quality assurance process. Diligently identifying discrepancies, they even created new tables as per the agency's specific requirements. Impressed by the comprehensive findings, the agency decided to share the output directly with their end client.	• **In three months,** we established ourselves as their go-to partner for all data visualization needs • Datamatics now caters to their data uploading, dashboard creation and maintenance, and table creation needs for multiple projects. • The team has empowered the agency to present compelling insights to their clients, strengthening their own reputation in the market.
Partnering for efficiency	A global market research agency aimed to outsource the research operational tasks assistance to a partner, enabling their senior researchers to dedicate more time and attention to servicing clients effectively.	Datamatics implemented a structure consisting of specialized teams, each with its own area of expertise, to provide round-the-clock support. These teams effectively coordinated internally within the organization and collaborated with various client teams, ensuring the delivery of high-quality work.	• In 2022, we significantly expanded our assistance to a total of 300+ research projects, which marked a substantial increase from the ~120 projects we assisted in 2021 across our four teams. • The teams are now an integral part of the research agency handling their end-to-end research management.
Creating Agile Solutions through Technology and Collaboration	A global Market Research Agency faced the challenge of streamlining a time-consuming manual data extraction and report generation process for their Brand Health Tracking Study. It required analyzing 127 metrics, 24 subgroups, 35 competitor brands, and 14 countries—an extensive undertaking.	Recognizing the scope of high human error, analysts joined forces with the agency to develop a robust solution. Through collaborative efforts, Datamatics implemented a python script to automate the data pulling and report generation process.	• **Reduced time required by 73%** within a month. • **Achieved 100% accuracy** from the previous 50% level. • Created a user-friendly excel file for facilitating quick data checking • **Achieved 99% higher operational efficiency within 4 months**