



# HOW A LEADING MARKET RESEARCH STARTUP LEVERAGED ADVANCED ANALYTICS TO IMPROVE MARKET RESEARCH OUTCOMES

## INTRODUCTION

A Boston-based market research startup dealing with CPG - consumer packaged goods approach us to enhance their survey data analytics in an ingenious and effective way while conserving the accuracy. This startup was holding an imposing client base including P&G, Pepsi, Campbell, New-well and more while their revenue was touching \$10 million. Although they suffered to use their wide range of data sources in effective manners. There they approached us to enhance their analytics solutions to hit their milestone.



## CHALLENGES

Due to constraints in the present technologies and mechanism, they suffered to make the best out of the huge magnitude of data they gathered from various sources. The startup needed a structured approach in order to uncover the full potential of their data while delivering better results and insights for their clients.



## THE SOLUTION

We are associated with market research startups to build customized advanced analytics solutions. By exchanging thoughts and understanding client's issues, 9series perceive exciting approaches needing alteration using the right tools and methodologies. They begin with creating a proof of concept to exemplify the value addition by new approach.

The advanced analytics implementation involved predictive, prescriptive, diagnostic, and descriptive data analytics techniques, supported by machine learning practices. 9series integrated the solution into the client's existing systems using advanced API-based integration, data orchestration, data pipeline, and entity mapping.

## THE RESULTS

As a result of the advanced analytics implementation, the market research startup experienced significant improvements in key performance indicators (KPIs), including:

- 1 A 15% increase in net promoter score (NPS)
- 2 A 25% reduction in average survey time duration
- 3 Real-time data processing instead of batch processing

Furthermore, the real-time report generation enabled the company to tweak their questioning during data collection, resulting in more accurate and actionable insights.

## OVERCOMING CHALLENGES

While implementing the new process we came across numerous challenges such as in-depth understanding of client's issue, knowledge transfer to their team members about the all new process, cleanse data sets and structuring KPIs for the POC. We dealt with these challenges by using open communication, training and collaboration with the client.



## THE FUTURE

The success of the advanced analytics implementation has increased trust in the new processes, leading to the incorporation of more data governance aspects. The market research startup is now better equipped to serve their clients and continue growing in the competitive market research industry.



## CONCLUSION

9series played a crucial role in helping the market research startup transform their data analytics capabilities, driving significant improvements in efficiency, accuracy, and client satisfaction. The collaboration demonstrates the power of advanced analytics in the market research industry and showcases the expertise of 9series in delivering tailored solutions to meet the unique needs of their clients.