

Exciting Innovations in Automated Charting & Reporting

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Data in sight

About E-Tabs

- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- Offices in London, Europe, North America, Auckland



What we'll look at today

- “Automatically generated charts” vs **fully client-ready** reports.
- Automating any project type; trackers, multi-market **and** ad-hoc
- Automating PowerPoint, **Google Slides**, Sheets & more...
- Dynamically generated, **editable outputs** from PowerBI & Tableau.

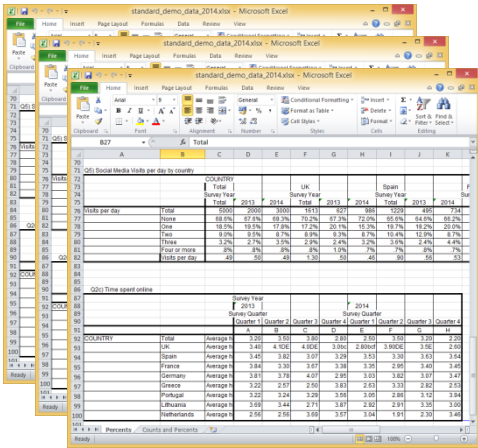
Choose the right tool for the

- **Macros : good but inflexible**
- **Online reporting : mostly just 'rendering your analyses as simple charts'**
- **Built for MR : SO much more detail is possible than just doing "auto-*charting*"**



Our approach to flexible automation

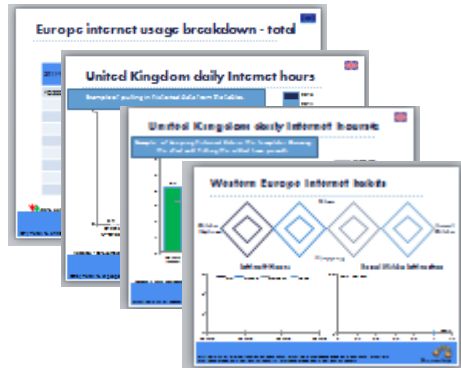
Multiple data sources



**Excel, SPSS,
Quantum, Wincross,
Confirmit, Uncle, Q,
Qualtrics, Decipher,
MarketSight,
Tableau, PowerBI,
SurveyMonkey and
more ...**



Your own existing or new presentation templates



**Your fully populated
and editable
presentation deck**

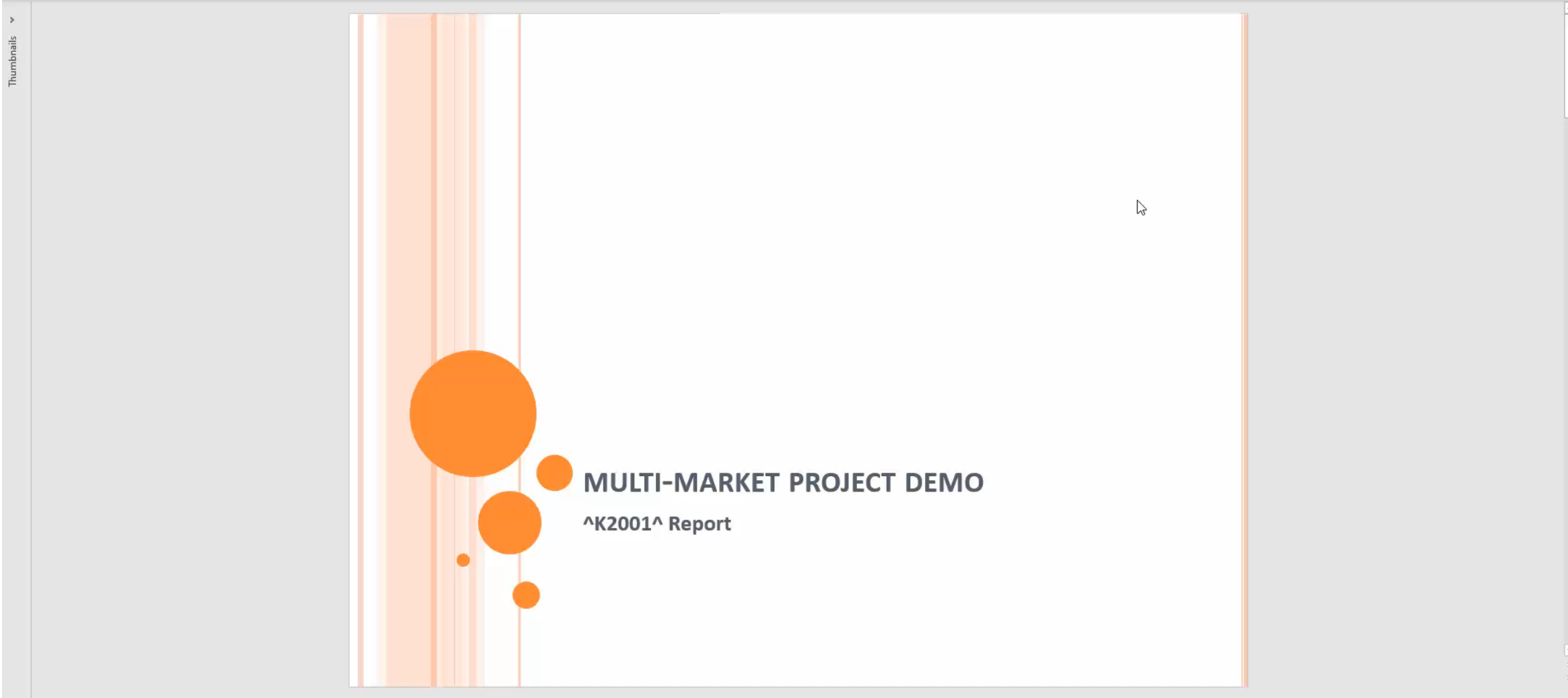




File Home Insert Design Transitions Animations Slide Show Review View Help E-Tabs Graphique E-Tabs Vizualz

Clipboard Slides Font Paragraph Drawing Editing Voice Designer

Share Comments





Google Slides



Google Sheets

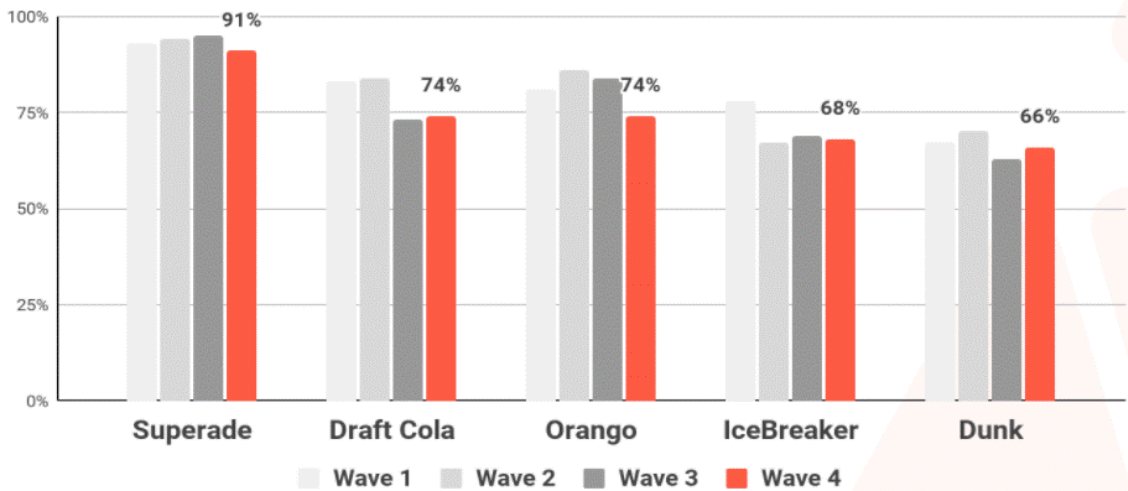
Google

Awareness of Orango drink overtime



You can see that Orango **decreased by 10%** between Wave 3 and 4.

Top 5 brands - overtime



Rank	Brand	Rank Change
1	Superade	=
2	Draft Cola	1 ▲
2	Orango	=
4	IceBreaker	=
5	Dunk	3 ▲
6	Blue Cow	1 ▲
7	Nice!	2 ▲
8	NRGize	3 ▼
9	Blush	3 ▼

Consideration of soft drinks

Answered: Yes



Total	Australia	China	France	Germany	Japan	South Korea	UK	USA
43%	41%	47%	45%	45%	41%	51%	40%	38%
51%	67%	30%	54%	57%	65%	42%	30%	30%
37%	33%	35%	34%	44%	35%	50%	46%	43%
32%	33%	30%	31%	35%	34%	21%	28%	35%
28%	36%	13%	36%	32%	40%	13%	16%	10%
22%	22%	21%	23%	20%	26%	21%	19%	18%

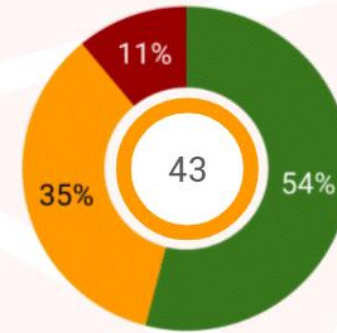
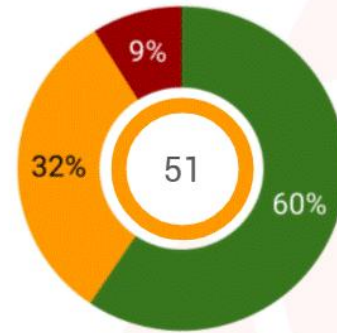
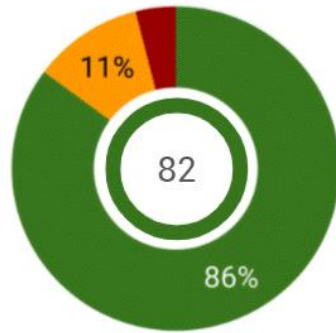
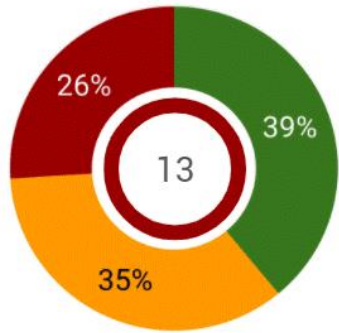
Differences to Total: ■ Over 3% ■ Between 3% and 0% ■ The same ■ Between 0% and -3% ■ Under -3%

Would you recommend drinking - Top 3 Competitors



Superade

Blush



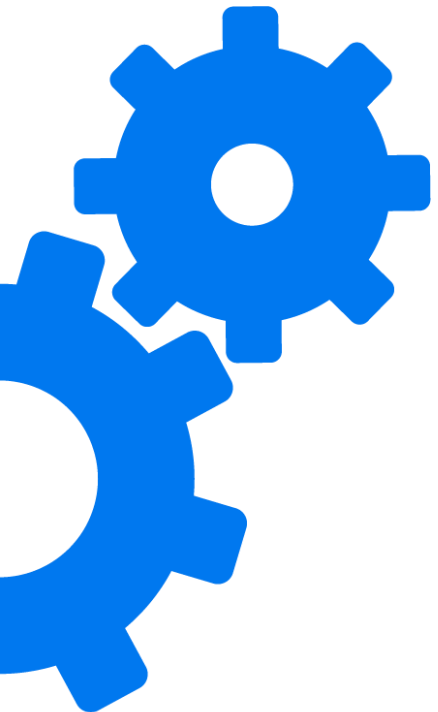
All respondents

Chart: Promoters Passives Detractors

NPS: ≤ 25 > 25 and < 75 ≥ 75

Efficiencies on all projects

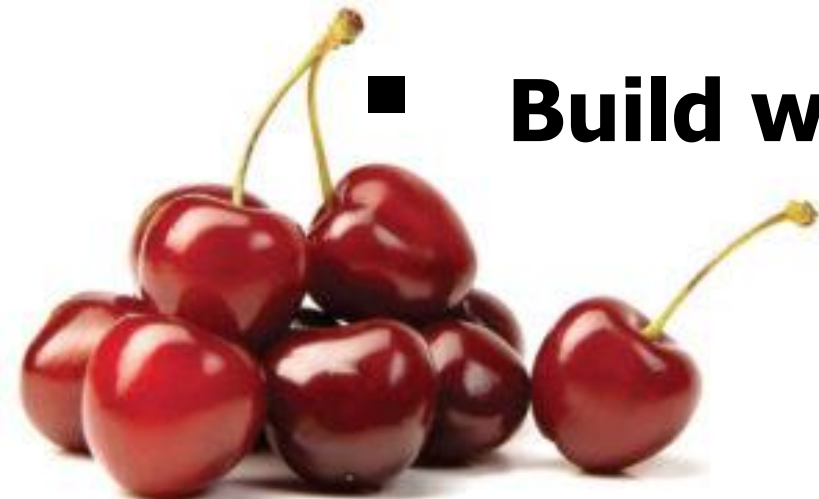
- **Particularly relevant now more than ever**
- **Anything repetitive is automatable**
 - **Trackers, Multi-market/segment, Pulse**
 - **Concept/Ad/Copy Testing, Syndicated**
 - **Customer / Employee Satisfaction**



How about ad-hoc projects ?

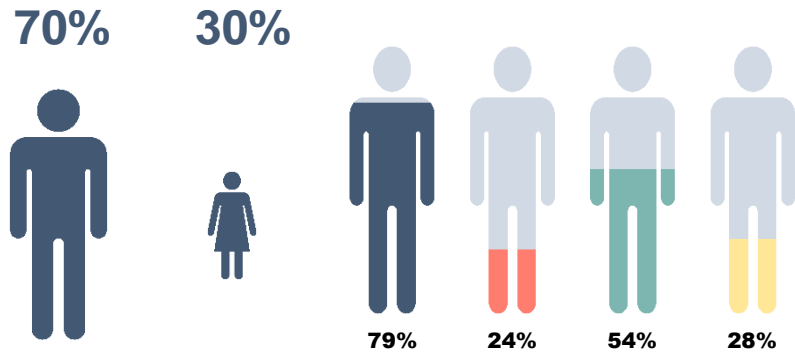
And consider even pure ad-hoc!

- **Over-chart and then cherry pick**
- **Streamline with a “standard” deck per project**
- **Realise the benefits of accuracy**
- **Build with interim data, refresh when final**

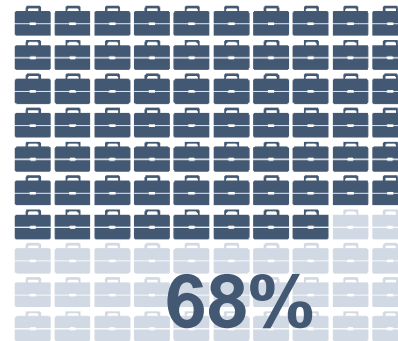


Automated *data-driven* Infographics

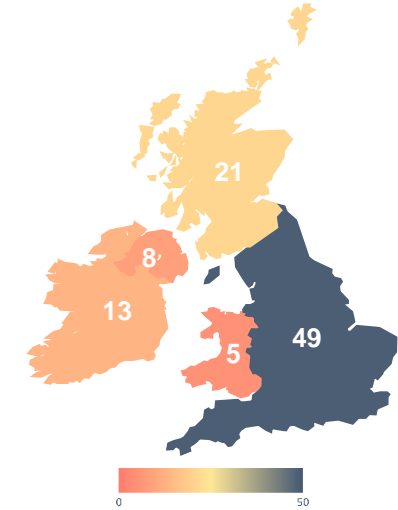
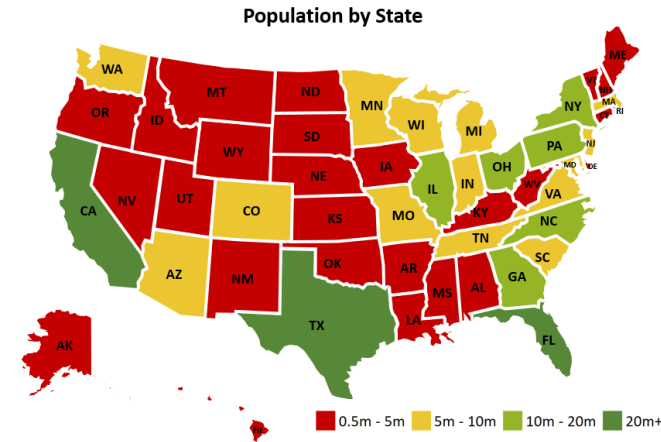
Proportionally sized or filled images, icons



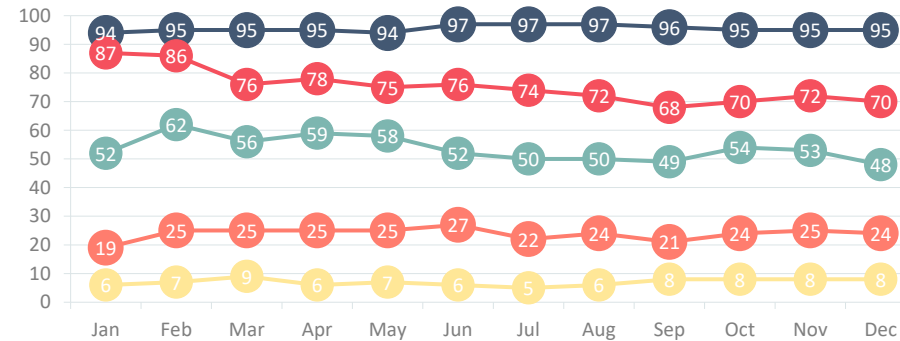
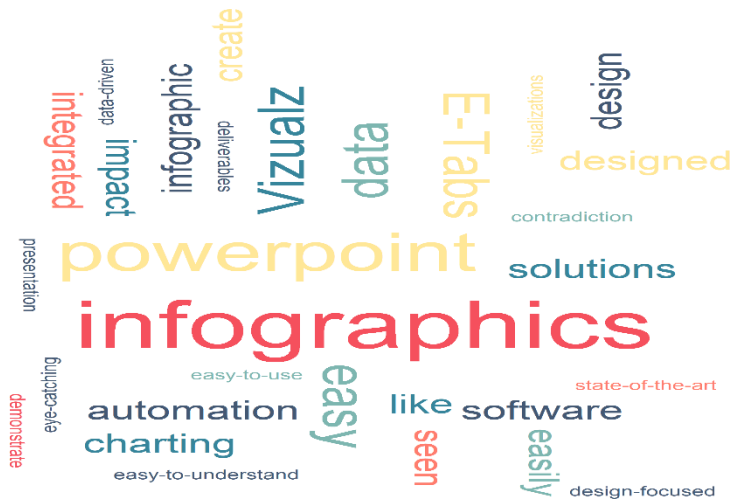
Repeated images



Auto-filled maps

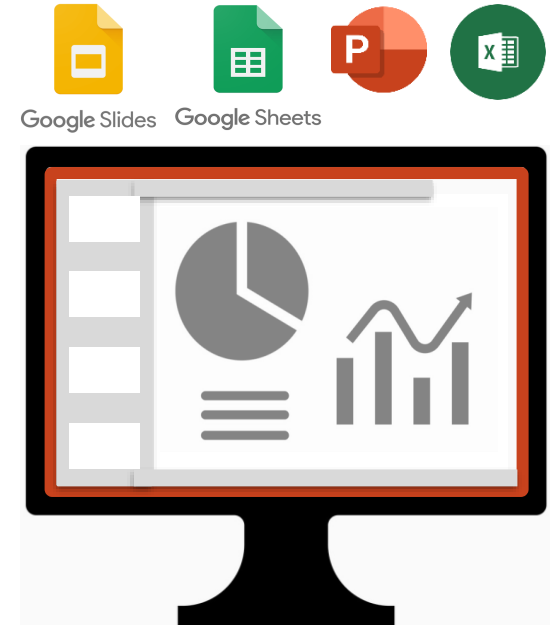


Wordclouds





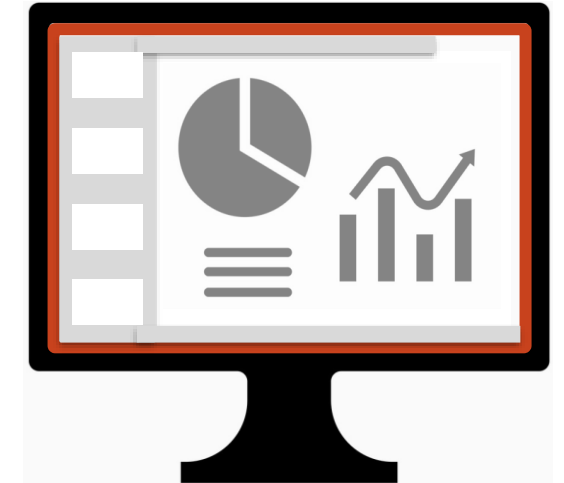
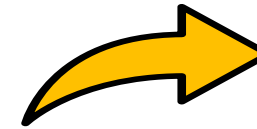
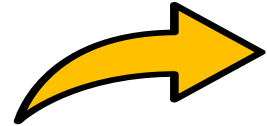
Editable Dashboard Outputs



- **Most Dashboard (e.g. PowerBI, Tableau) only offer images**
- **Demand for **editable outputs****



Editable Dashboard Outputs



Step 1

Dashboards including...



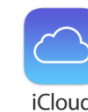
Step 2

E-Tabs Enterprise Cloud

Automated reporting from Survey data to Templates

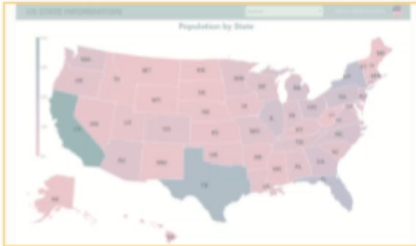
Step 3

Email/Download





E-Tabs Sample Dashboards

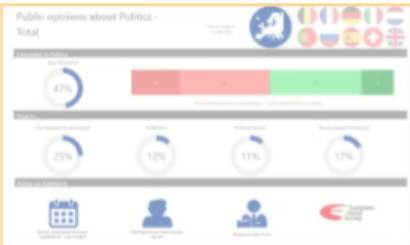


Enterprise Exports



File Study

File Name	Size	Created	Modified
File 1	10 MB	2023-01-01	2023-01-01
File 2	20 MB	2023-01-02	2023-01-02
File 3	5 MB	2023-01-03	2023-01-03
File 4	15 MB	2023-01-04	2023-01-04
File 5	8 MB	2023-01-05	2023-01-05



The World's Most Valuable Brands

Brand	Value	Change
Apple	\$2,400 B	↑
Microsoft	\$1,900 B	↑
Amazon	\$1,600 B	↑
Google	\$1,300 B	↑
Facebook	\$1,100 B	↑



Innovating out of Covid, Stronger!

- **Decrease cost and effort of reporting**
- **Use your expertise and time for analysis/insight**
- **Offer **more** to your clients and stakeholders**
- **Deliver on-time despite reduced resources**
- **Pitch for larger, complex projects**
- **Increase profit margins**



How report automation **WILL** help you

- Creates opportunity for **added value**
- Creates opportunity for **more revenue**
- Builds stronger client **relationship**
- Increased employee **satisfaction**



**KEEP
INNOVATING
AND
EMERGE
STRONGER**

Any questions?

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