

Taking automated charting to the next level

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KANTAR



THE
QUIRK'S
EVENT

What we'll look at today



01 **The kantar story**
Transforming from manual to automated

02 **Automation in action**
What is fully automated reporting?

03 **Dynamic exports**
Dynamically generated, editable outputs from PowerBI & Tableau.

04 **The benefits**
The Tactical and Strategic benefits

Kantar's automation journey

Kantar has been utilizing E-Tabs Enterprise for over 16 years

- Used by our charting team
- No programming knowledge required
- User-friendly interface
- No limitations on custom visualizations

Initially, used for highly templated reports with 100% consistency or to format our raw data

Now we use Enterprise to automate as much as possible including:

- Multi market tracking reports
- Standard deliverables spanning multiple clients and client needs
- Any deliverable with consistency or repetition

With our continuing investment in E-Tabs Enterprise automation, we on average add an incremental annual savings of

17k hours*

Automation is not rigid, it can be built to adapt

- Multiple and different types of data sources
- Varying client brands, competitors, markets
- Varying statements between waves or different market reports
- Fluctuating number of columns or rows in tables or charts
- Differing order of brands or statements
- And more



Multi Market and Category Tracking Study

Business Issue

Kantar needed to produce two reports across several markets, categories and client brands for a large beverage company.

—**KPI report:** 1 slide per brand across all categories and markets, totaling 517 KPI reports.

—**Main report:** 90 slides each, 37 total reports.

Solution

Kantar developed two custom Enterprise automation setups.

With some planning around all known variables, each program consisted of one master template file which was replicated for each necessary market, category, and brand.

975

Total Hours Saved*

-2.5

Weeks



Kantar Solution – Universal Standard Deliverable

Business Issue

Kantar solution with a standard deliverable

- 600 studies annually
- Spans variety of clients and industry categories
- Standard in structure yet many variables
- Template consisted of 70 slides
- Quick delivery necessary

Solution

A universal automation with a standard report structure was implemented

- Created rules around all the planned variables
- Allowed for any banner with 6 cell max
- Delivered in half the time

8,400

Total Hours Saved*



Automation is integral to all deliverable production at Kantar

About e-tabs



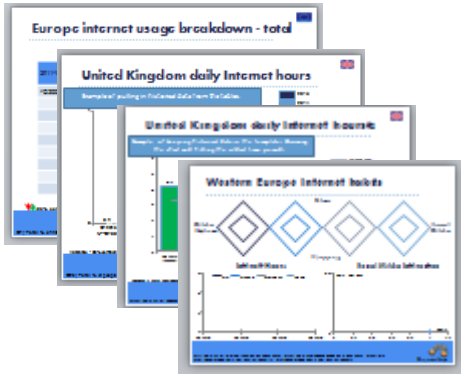
- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- 24 hour, Global support



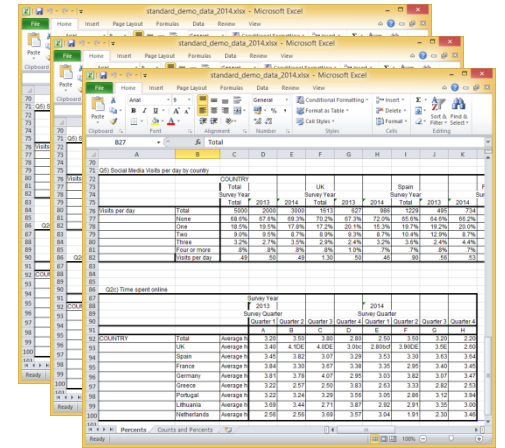
Automated charting & reporting

- **Macros** : good but inflexible, charts may not be editable
- **Online reporting** : typically just ‘rendering analyses as simple charts’
- **Designed for MR** : Now you’re talking! SO much more detail is possible than just settling for “*auto-*

Flexible paradigm for optimal automation

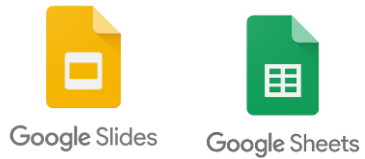


You can automate data
input by exporting relational
sets of tables to
sets of tables from multiple sources



Social Media Usage per day by country	
Country	Total
UK	100%
Spain	100%
France	100%
Germany	100%
Italy	100%
Poland	100%
Portugal	100%
Lithuania	100%
Latvia	100%

Time spent online		
Country	2013	2014
UK	1.40	1.42
Spain	1.40	1.42
France	1.40	1.42
Germany	1.40	1.42
Italy	1.40	1.42
Poland	1.40	1.42
Portugal	1.40	1.42
Lithuania	1.40	1.42
Latvia	1.40	1.42



Project Files Project Info

Project Folder C:\E-Tabs Enterprise projects\Orango demo\

Data Files
 Drinks.xlsx
 Sample Data.xlsx

Template File Orango BHT - PowerPoint - Template.pptx

Translation File

Output File Orango BHT - Wave 4.pptx

Other Files


Recent Projects

1 Powerpoint - Orango Demo (C:\E-Tabs Enterprise projects\Orango demo\Powerpoint - Orango Demo.epg)





Latest News Release Notes

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News Feed

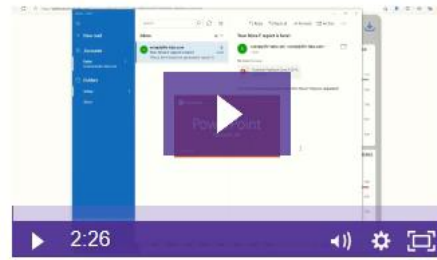


FOLLOW US

! Generate reports on our E-Cloud! (February 2022)




With Enterprise Cloud, you can generate automated, editable PowerPoint/Google Slides outputs from your online dashboards (including PowerBI and Tableau). See the video below:



2:26

Book a demo [HERE](#)

You can keep up to date with new features by clicking the icons below:

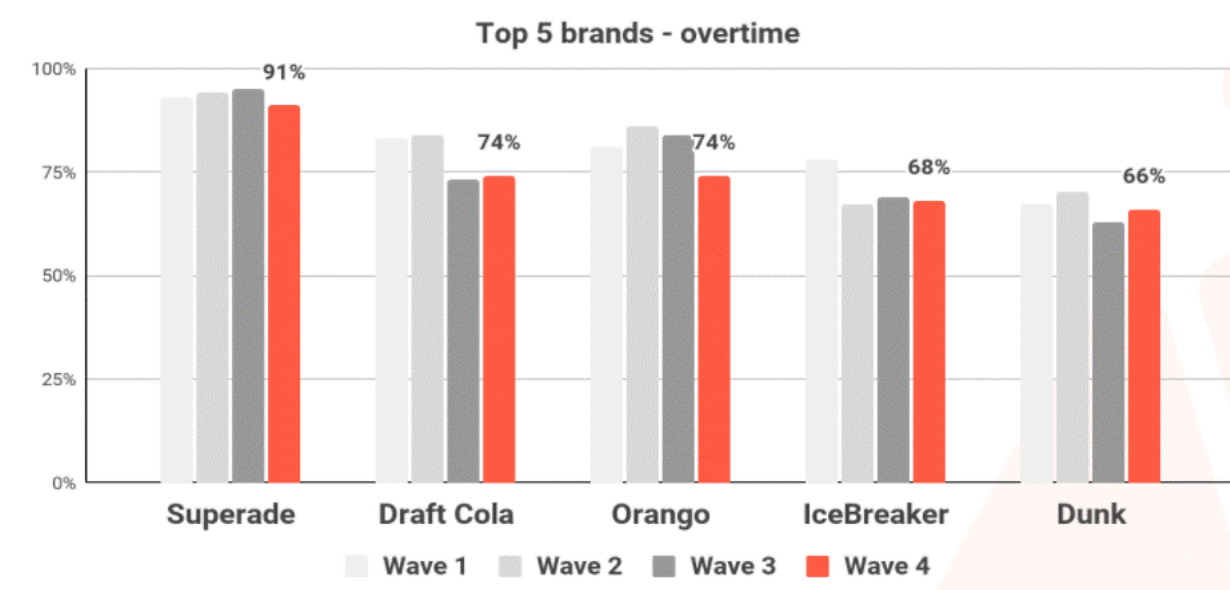
Output options





Awareness of Orango drink overtime

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



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								
Orango	43%	41%	47%	45%	45%	41%	51%	40%	38%
Superade	51%	67%	30%	54%	57%	65%	42%	30%	30%
DUNK	37%	33%	35%	34%	44%	35%	50%	46%	43%
Blue Cow	32%	33%	30%	31%	35%	34%	21%	28%	35%
NRgize	28%	36%	13%	36%	32%	40%	13%	16%	10%
Icebreaker	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%

editable Dashboard outputs

- Most Dashboard platforms only offer exported charts as **images**
- Even if they export the data, you still have to **rebuild** it!
- Increased demand for **editable**, native



Store:

All Store A
Store B Store C
Store D Store E
Store F Store G
Store H Store I
Store J Store K
Store L Store M
Store N Store O
Store P Store Q
Store R Store S
Store T Store U

Gender:

All **Male**
Female

Age:

All 18-24
25-34
35-44
45-54
55+

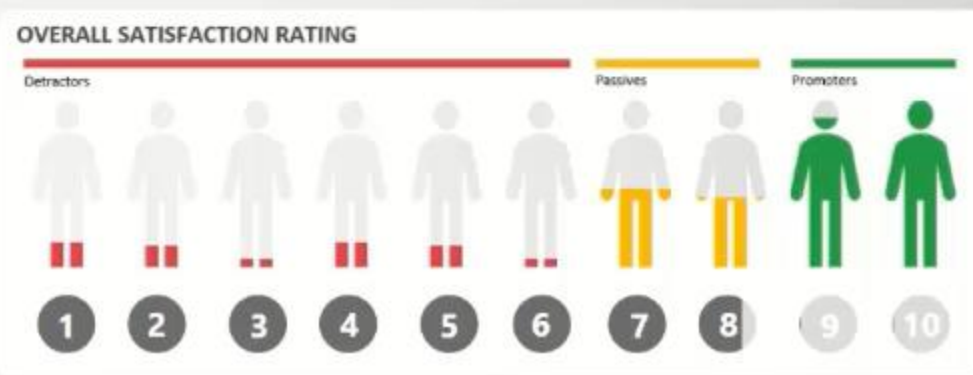
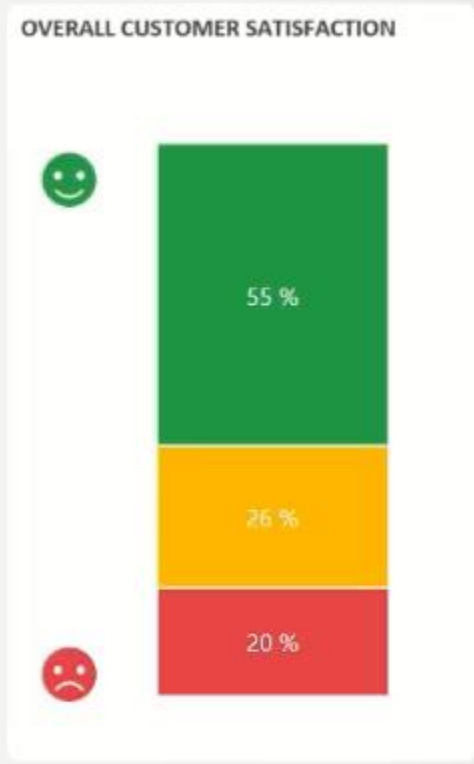
LOYALTY CARD HOLDER:

All Yes
No

CUSTOMER FEEDBACK REPORT



Store: **Store F** / Gender: **Male** / Age: **35-44** / Loyalty Card Holder: **All**



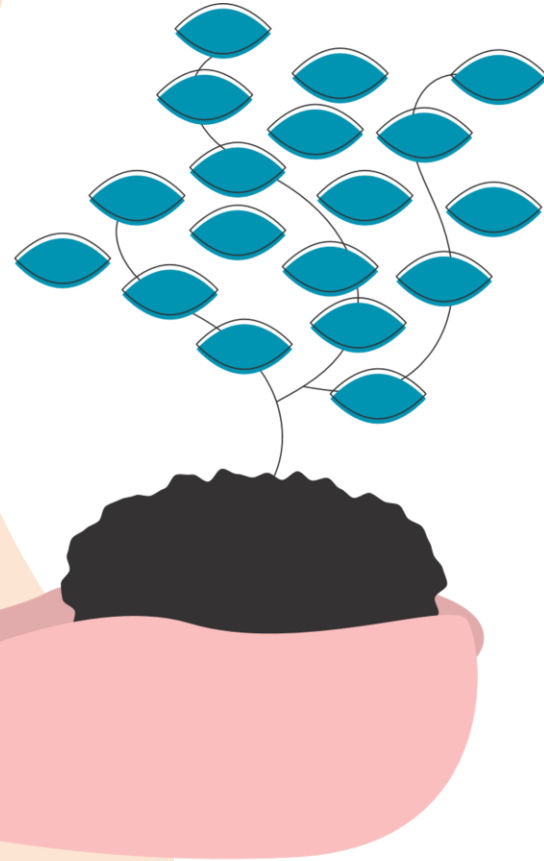
Fast, flexible Automation

- CAN EXTEND YOUR EXISTING DASHBOARDS THRU OUR 'API'
- AUTOMATED CHARTING AND REPORTING AS SOFTWARE OR SERVICE
- INITIAL CONSULTING AND SCOPE
- SET UP – WITHIN COUPLE OF DAYS

YOU'RE LIVE!

The tactical benefits

- Decrease cost and effort of reporting, and increase the accuracy
- 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



Strategy for growth

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



KANTAR

Thank you!



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