

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 Flexible &
Editable
Dynamically generated,
editable outputs from
PowerBI & Tableau.

04 Output
types
Automating PowerPoint,
Google Slides, Sheets, Excel,
PDF & more...

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

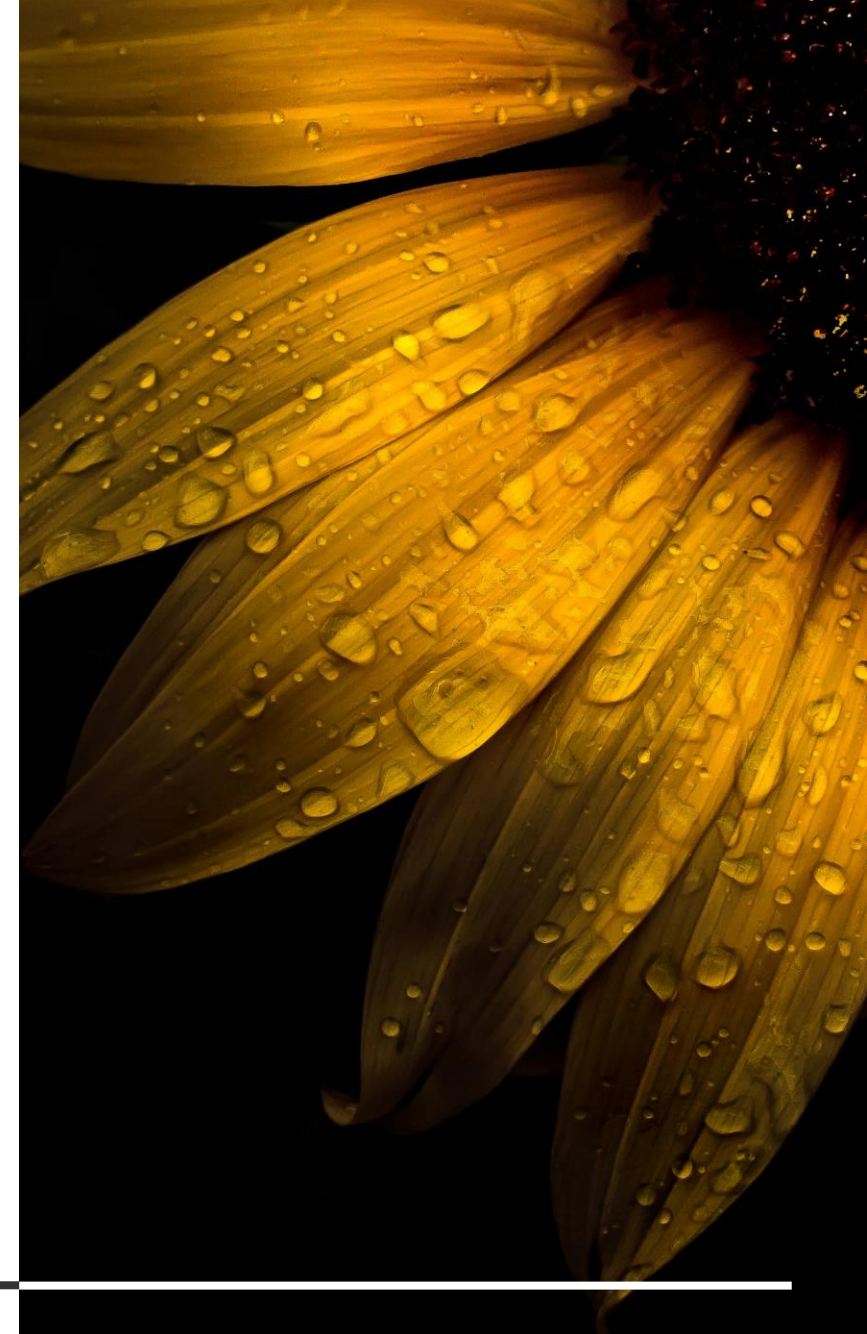
Solution

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



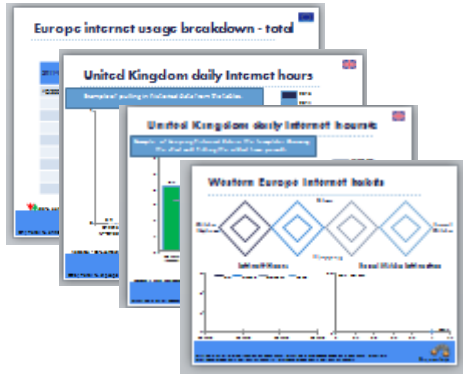
- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- Global support



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-*

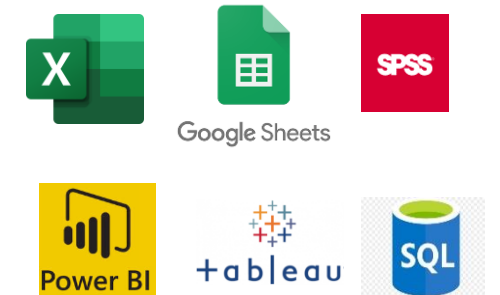
Flexible paradigm for optimal automation



You can export existing data
or write new data to output
sets of tables or
sets of data tables
from multiple sources



Country	Facebook	Twitter	LinkedIn	Instagram	YouTube
UK	10.0%	8.0%	5.0%	12.0%	15.0%
Spain	12.0%	9.0%	6.0%	14.0%	18.0%
France	11.0%	7.0%	4.0%	13.0%	16.0%
Germany	9.0%	6.0%	3.0%	11.0%	14.0%
Italy	8.0%	5.0%	2.0%	10.0%	13.0%
Portugal	7.0%	4.0%	1.0%	9.0%	12.0%
Lithuania	6.0%	3.0%	0.5%	8.0%	11.0%
Australia	5.0%	2.0%	0.2%	7.0%	10.0%



File

Project

Goto

Backup

Help

Home

Script

Constants

Sources

Tables

Data

Calculations

Rules

New Window

Project Options

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)

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! 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:

Data in sight

11

Version 10.1.39.5304

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

editable Dashboard outputs

- Most Dashboard platforms only offer exported charts as **images**
- Even if they export the data, you still have to reformat 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

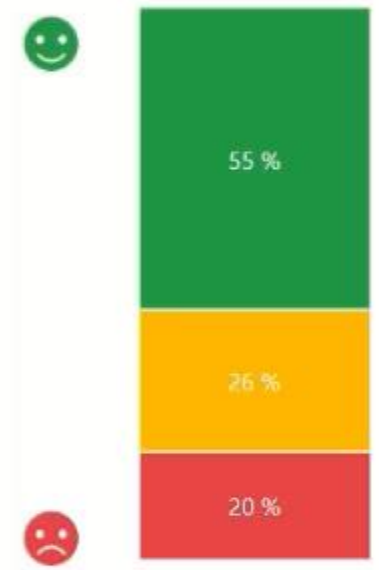
No

CUSTOMER FEEDBACK REPORT



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

OVERALL CUSTOMER SATISFACTION



NET PROMOTER SCORE



TOP STORES BY AUDIENCE



WORST STORES BY AUDIENCE

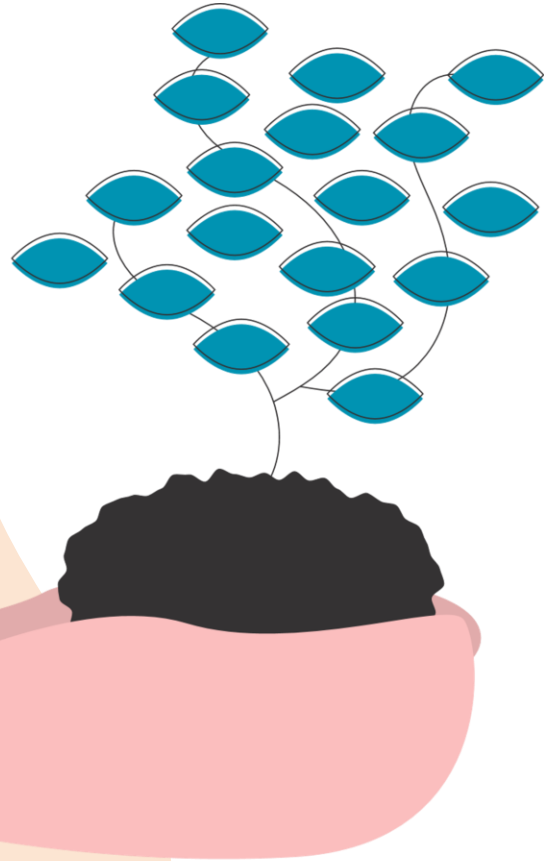


OVERALL SATISFACTION RATING



Output options





Strategy for growth

- Suitable for ANY size company
- Creates opportunity for **added value**
- Creates opportunity for **more revenue**



KANTAR

Thank you!



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