

# It's magical!

How Kantar leverages report automation for faster, more efficient and more accurate project reporting

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# What we'll look at today



**01** **The KANTAR story**  
Transforming to true and full automation

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

**03** **Charts from Heaven**  
Leveraging The Cloud for exports from  
Dashboards and ad-hoc chart decks.

**04** **The benefits**  
Summary of strategic benefits

# Kantar's automation journey

## Kantar has been utilizing E-Tabs Enterprise for over 17 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
- Etc.





# 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 programs.

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.

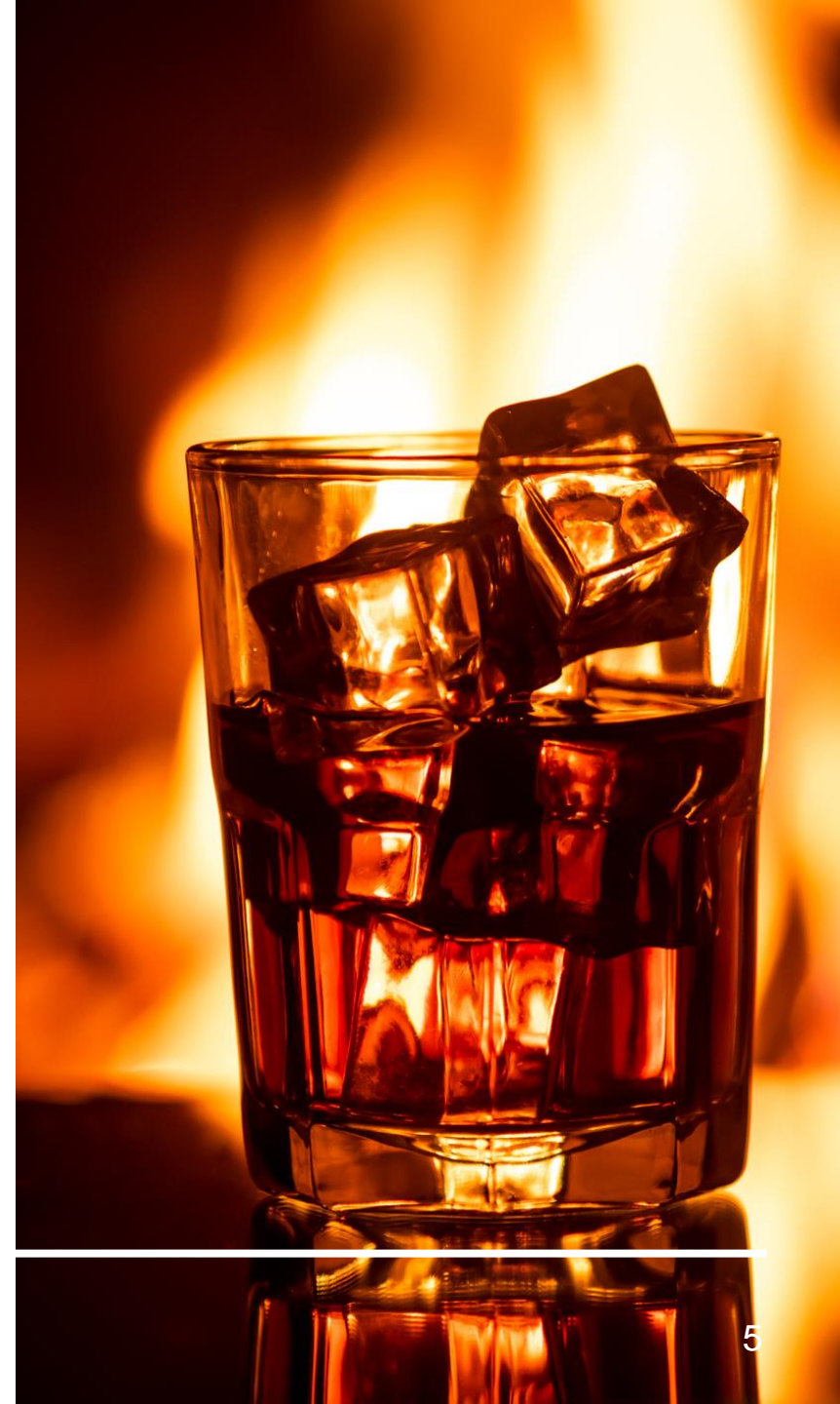
975

Total Hours Saved\*

-2.5

Weeks

\*Estimated annual savings



# Google Slides – High Volume Ad Reporting

## Business Issue

Kantar needed to produce 600+ Media Ad Reports annually in Google Slides

- Template consisted of 20 slides
- Run in batches with a 1-day turnaround
- Standard in structure yet needed room for variance
- Spans variety of clients and industry categories

## Solution

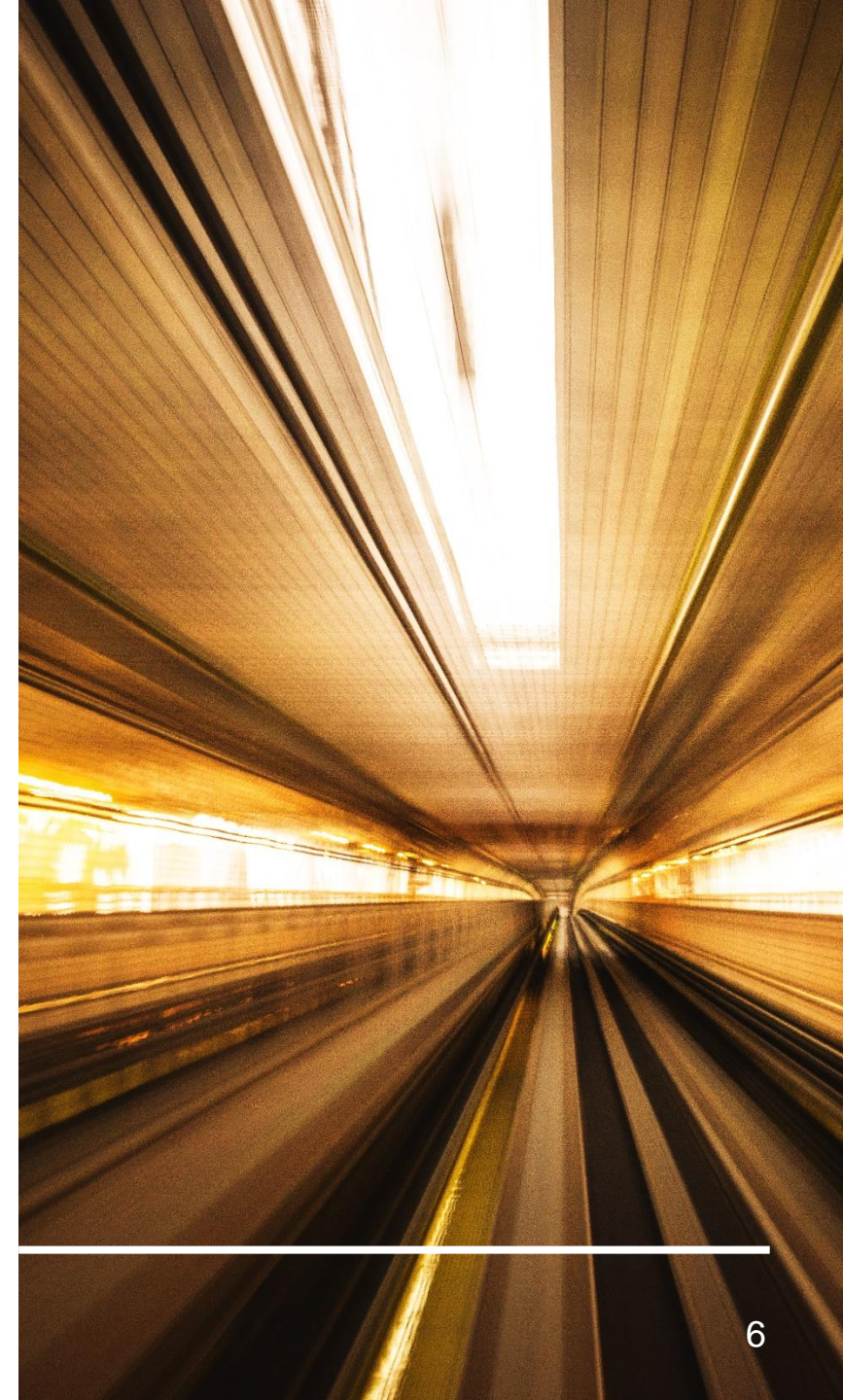
Utilizing the Google Add-On feature, a universal automation with a standard report structure was implemented

- All possible slide variations included for different ad types
- Used the looping feature to allow batch reporting
- All reports delivered in Google Slides with fully editable charts

# 1,400

Total Hours Saved\*

\*Estimated annual savings







Automation is integral to all  
deliverable production at Kantar



# E-Tab's

Data in sight

## ABOUT US



- 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





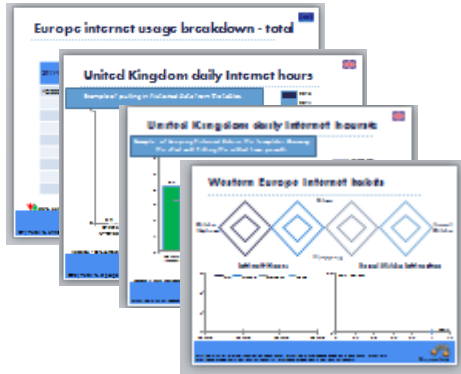
# AUTOMATED CHARTING & REPORTING



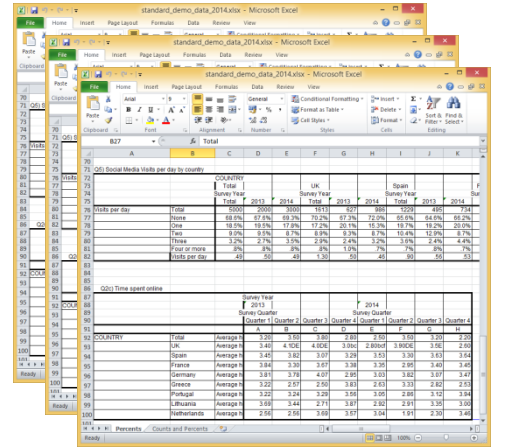
- **Macros** : good but inflexible, charts may not be editable
- **Online reporting** : typically just ‘rendering analyses as simple charts’
- **Designed for MR** : Now you’re talking! SO much more detail is possible than just settling for “*auto-charted*”



# FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



Data pulled into your own existing template



Google Slides

Google Sheets



Google Sheets



Power BI

Tableau

SQL

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)

## News Feed

**E-Tabs** FOLLOW US

in Twitter YouTube

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

 Notifications when a new Enterprise version is released.
  Find out the latest developments at E-Tabs.
  Submit your Enterprise feature ideas.

**Beta release - version 10.2.8 5443 (January 2023)**

Our first release of the new year! In this version we have changed the behaviour in Table Layouts, TOC entries cannot be taken from any table other than the current table (after splitting). We have continued to expand our Align To Label capabilities in Google, by extending to Area charts. We have also updated our software to use https:// paths throughout the software.

Please try out this new version below:

# Output options

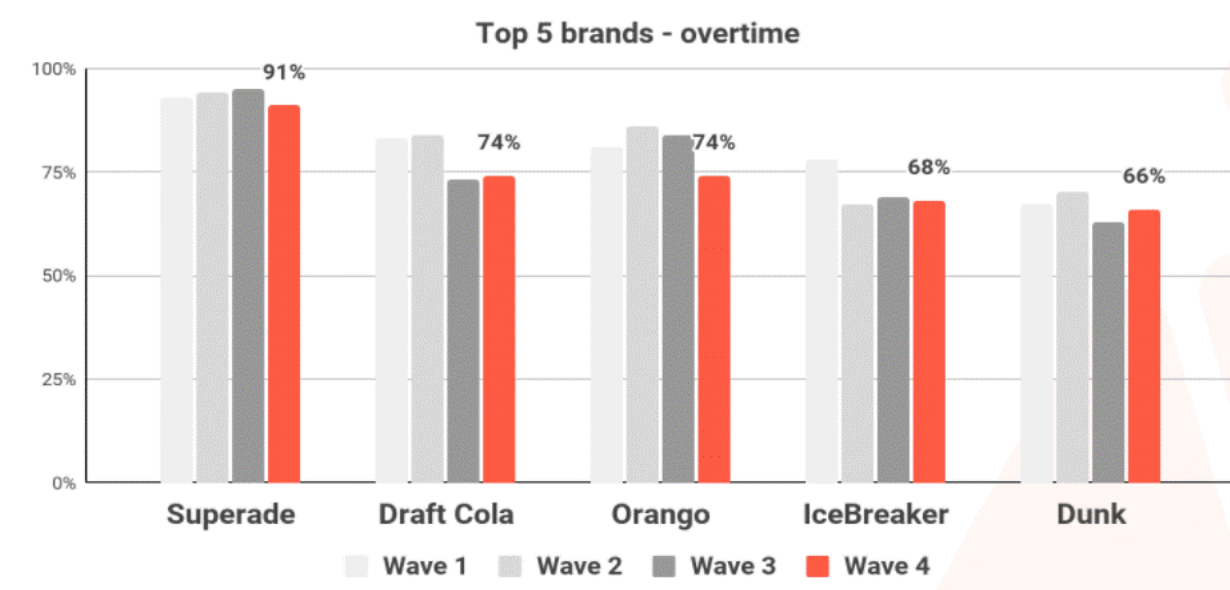






# Awareness of Orango drink overtime

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



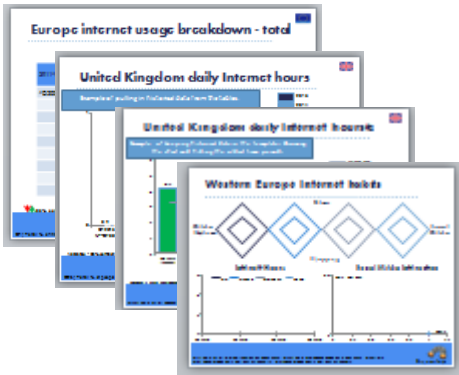
Answered: Yes



	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%

# Charts from heaven!





**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+

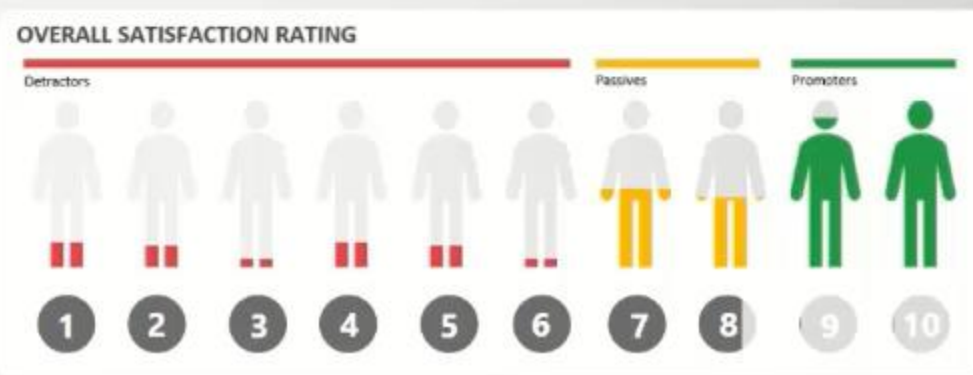
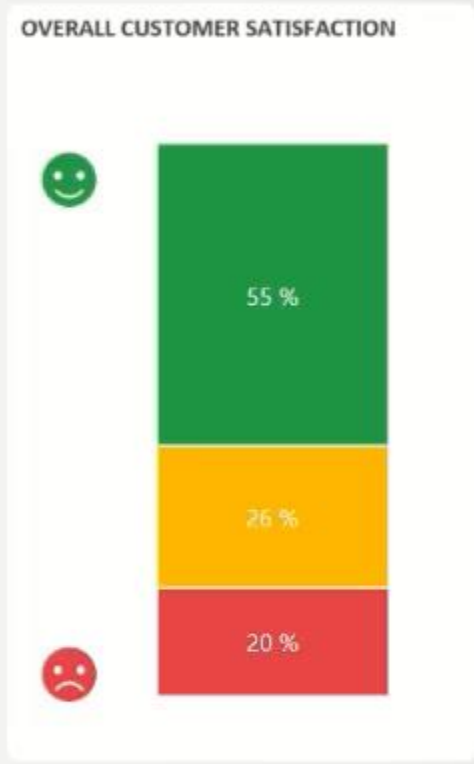
**LOYALTY CARD HOLDER:**

**All** Yes  
No

# CUSTOMER FEEDBACK REPORT



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



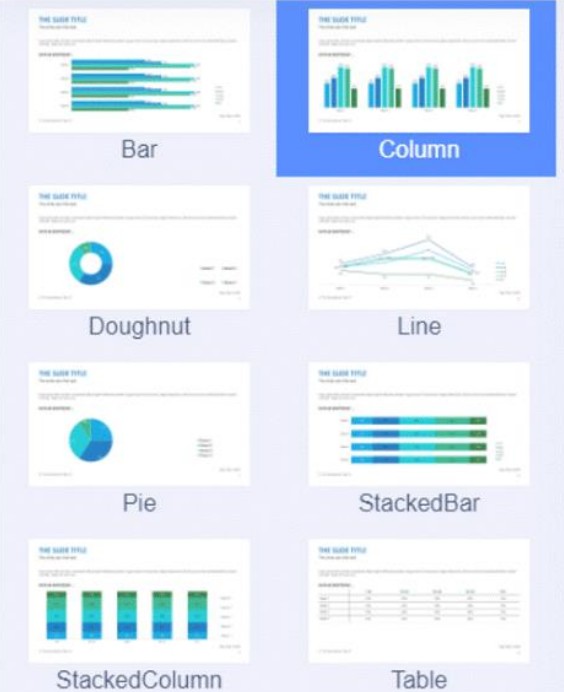


# Same engine, generating ad-hoc chart

## E-Cloud Project Configuration Wizard

### Select Slide Type

Theme: Ocean



### Select Questions

Search  Add Cancel

- Q1. Education Level : Base: All respondents
- Q2. Job Category : Base: All respondents
- Q3. Job Satisfaction : Base: All respondents
- Q4. Number of years with current employer : Base: All respondents
- Q5a. Different methods used to commute - Bike : Base: All respondents
- Q5b. Different methods used to commute - Bus : Base: All respondents
- Q5c. Different methods used to commute - Car : Base: All respondents
- Q5d. Different methods used to commute - Carpool : Base: All respondents
- Q5e. Different methods used to commute - Motorcycle : Base: All respondents
- Q5f. Different methods used to commute - Non-motorized Transport : Base: All respondents
- Q5g. Different methods used to commute - Public Transport : Base: All respondents
- Q5h. Different methods used to commute - Train/subway : Base: All respondents
- Q5Sum. Different methods used to commute - SUMMARY TABLE : Base: All respondents
- Q6a. Types of Credit Cards Owned - Primary Credit Card : Base: All respondents
- Q6b. Types of Credit Cards Owned - Secondary Credit Card : Base: All respondents
- Q6c. Designation of Credit Cards Owned : Base: All respondents
- Q6d. Credit Card Benefit Programs : Base: All respondents
- Q8a. Gadget Ownership - Stereo/CD : Base: All respondents
- Q8b. Gadget Ownership - VCR : Base: All respondents
- Q8c. Gadget Ownership - DVD : Base: All respondents
- Q8d. Gadget Ownership - PDA : Base: All respondents
- Q8e. Gadget Ownership - Computer : Base: All respondents
- Q8f. Gadget Ownership - Portable Digital Audio Player : Base: All respondents
- Q8g. Gadget Ownership - Gaming System : Base: All respondents
- Q8h. Gadget Ownership - Fax Machine : Base: All respondents
- Q8Sum. Gadgets Owned - SUMMARY TABLE : Base: All respondents

4 questions selected  
One slide per question

Select all Unselect all

### Select Variables

Search  Add Cancel

- Total
- Male
- Female
- 18-24
- 25-34
- 35-49
- 50-64
- >65
- No response
- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5

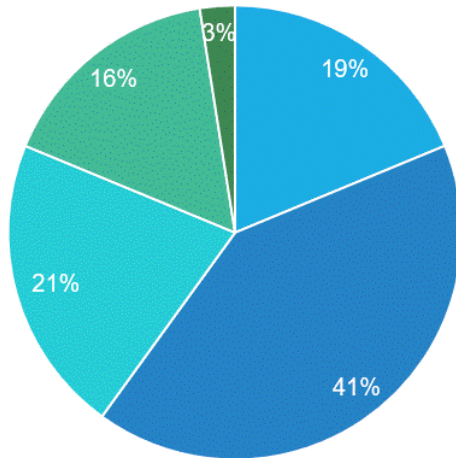
Reorder variables

Add Slides Close

# Same engine, generating ad-hoc chart decks

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

## UNSORTED



- Did not complete high school
- High school degree
- Some college
- College degree
- Post-undergraduate degree

Base Total: n=80

Q1. Education Level : Base: All respondents

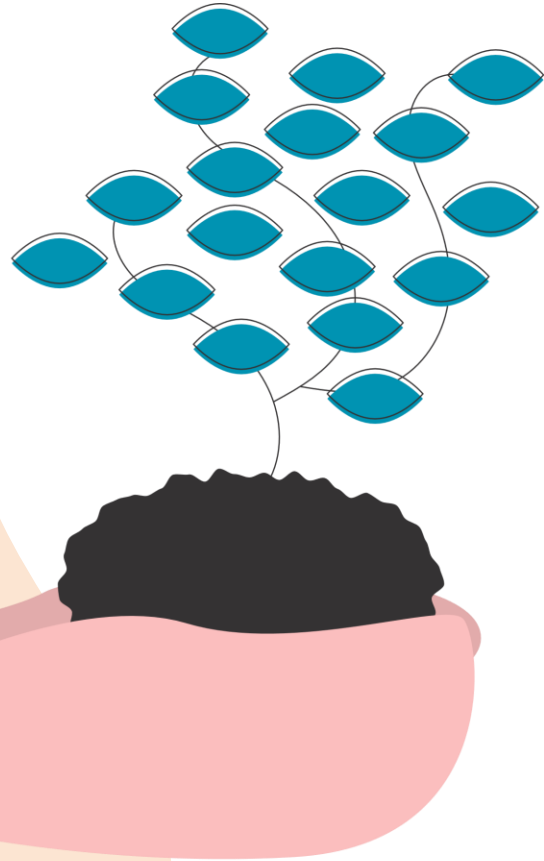
1

# THE STRATEGIC BENEFITS OF AUTOMATED REPORTING



- 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**
- Increased employee **satisfaction**





# KANTAR

# THANK YOU



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