

Material+



Euphoria!

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

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What we'll look at today

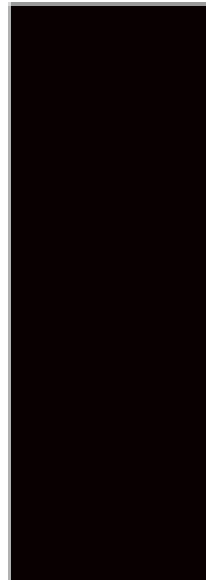
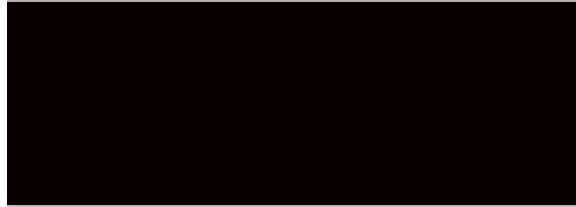
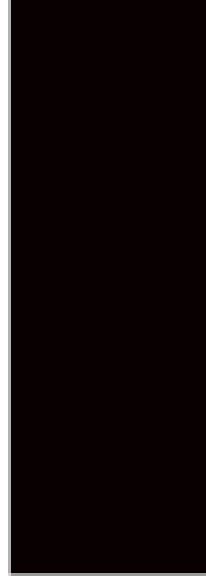
01 The Material
story
Transforming to true and full
automation

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

Complexity, Variation,
and Customization have
long been roadblocks to
automation.



But Report Automation
no long means
repeated, identical
charts.

True Report
Automation has
allowed us to
unlock:

1 Speed

2 Value

3 Accuracy

4 Deeper Story,
Insights, &
Recommendation
s

Happier
clients, but
also happier
researchers.



Case Study: Multi-National Monthly Brand Tracking

SITUATION

- Extremely complex monthly brand tracker with over 15 countries that rotate irregularly
- Survey content and brands vary by country and by month
- Key metrics are defined differently by country
- Hundreds of slides required by two weeks after close of field
- Required to be in Google Slides

SOLUTION

- Worked with E-Tabs to automate the majority of the slides, with the flexibility to accommodate all of the various changing aspects
- Subsequent waves were populated within a day of finalizing data
- All charts are native to Google Slides with the underlying data in the accompanying Google Sheets





E-Tab's

Data in sight

About us

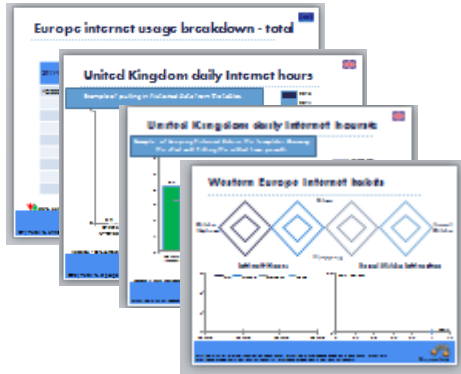
- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- 24 hour Global support



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-*

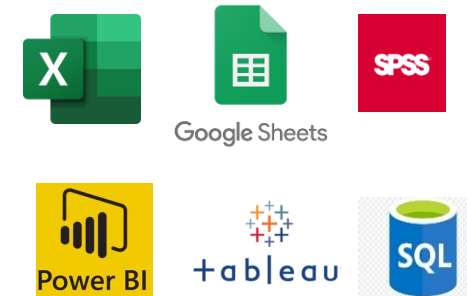
Flexible paradigm for optimal automation



» **Data pulled into
your own
existing
template** «

| Social Media Usage per day by country | | | | | | | |
|---------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Country | Total | UK | Spain | | | | |
| Usage Type | 2013 | 2014 | 2015 | 2014 | 2015 | 2014 | 2015 |
| Video per day | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% |
| Image | 68.0% | 67.5% | 68.3% | 72.2% | 67.3% | 72.0% | 65.6% |
| Text | 18.0% | 19.5% | 17.8% | 17.2% | 20.1% | 15.2% | 17.7% |
| Audio | 3.0% | 2.7% | 3.7% | 2.2% | 2.2% | 3.7% | 3.4% |
| Four or more | 2% | 2% | 2% | 1.9% | 7% | 7% | 8% |
| Video per day | 29 | 30 | 40 | 130 | 51 | 21 | 59 |

| Time spent online | | | | | | | | |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Country | 2013 | 2014 | | | | | | |
| Quarter | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
| Average | 2.2 | 3.0 | 3.0 | 4.0 | 2.8 | 3.0 | 3.0 | 2.2 |
| UK | 3.40 | 4.10 | 3.30 | 2.80 | 3.60 | 3.60 | 3.60 | 2.00 |
| Spain | 3.40 | 3.60 | 3.00 | 3.50 | 3.30 | 3.60 | 3.60 | 3.60 |
| France | 3.40 | 3.30 | 3.00 | 3.30 | 2.90 | 3.60 | 3.60 | 3.60 |
| Germany | 3.40 | 3.70 | 4.00 | 2.90 | 3.60 | 3.60 | 3.60 | 3.60 |
| Greece | 3.20 | 3.00 | 3.00 | 3.50 | 2.60 | 3.20 | 3.60 | 3.60 |
| Portugal | 3.20 | 3.20 | 3.20 | 3.50 | 3.50 | 2.60 | 3.10 | 3.60 |
| Lithuania | 3.60 | 3.40 | 2.70 | 3.60 | 2.60 | 2.90 | 3.30 | 3.60 |
| Poland | 3.60 | 3.60 | 3.60 | 3.10 | 3.90 | 1.90 | 3.30 | 3.60 |



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)





Latest News | Release Notes

<< Click to Display Table of Contents >>




News Feed



FOLLOW US

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.

β 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:

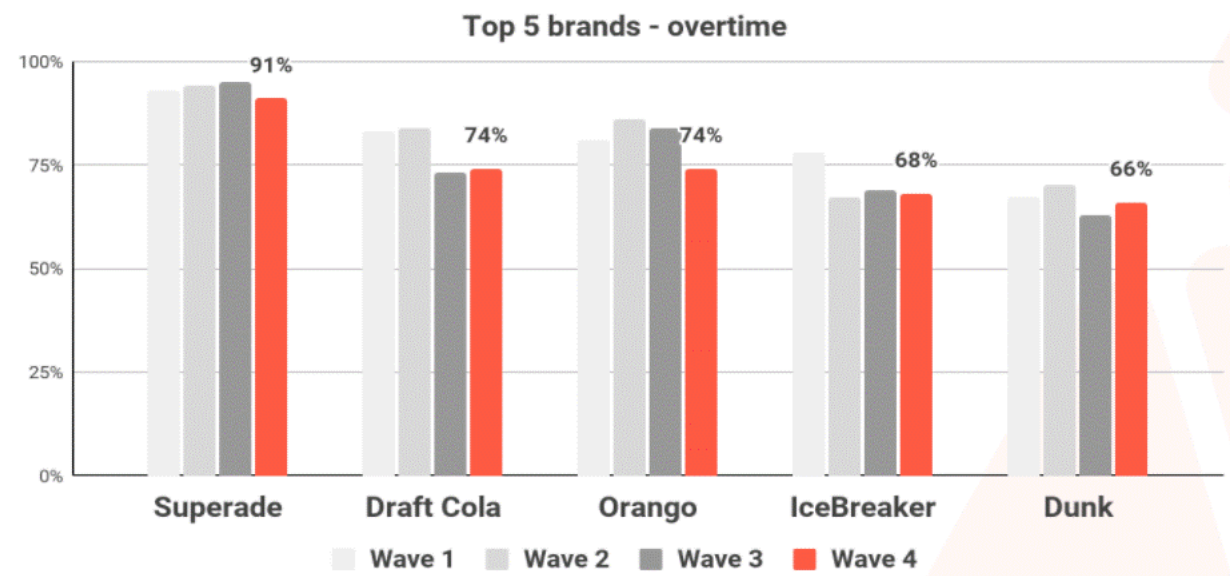
Output options





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



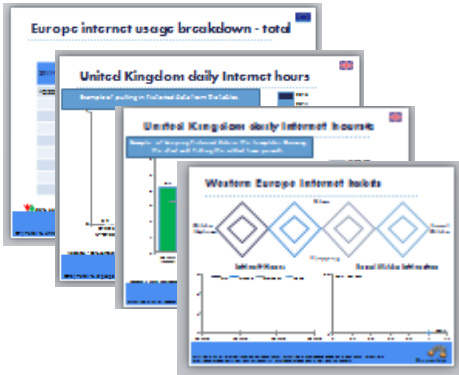
Answered: Yes



| | 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+ |
|-----|-------|-------|--------------|-------|-----|

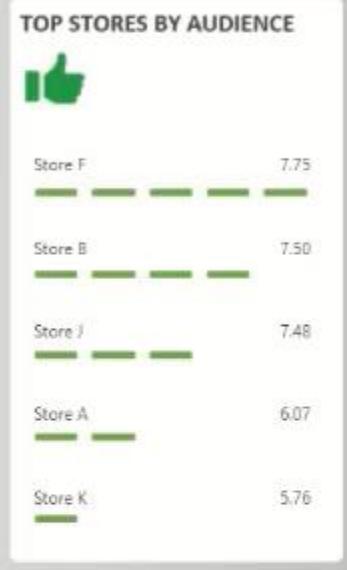
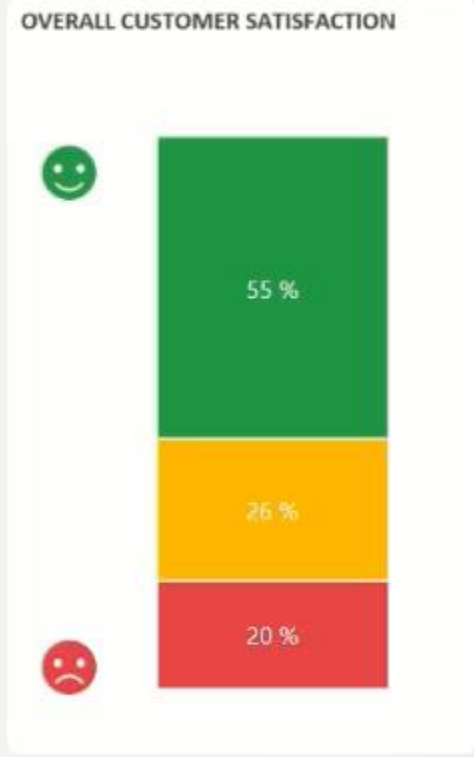
LOYALTY CARD HOLDER:

| | | |
|------------|-----|----|
| All | Yes | No |
|------------|-----|----|

CUSTOMER FEEDBACK REPORT



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



Same engine, generating ad-hoc chart decks

Configuration - Example Demo

Data file: [Graphique demo final data -uniform banner.xlsx](#)

Options

Choose data file(s)

| | SLIDE TITLE | MAIN SLIDE OUTTAKE | SOURCE FILE NAME | Question Text | TEMPLATE FILE | TOPMSORT | SORT VARIABLE 1 | COLUMN VARIABLE |
|--|-------------|--------------------|--|---|---------------|----------|-----------------|-----------------|
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | Pie | | | Total |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | Column | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q2. Job Category : Base: All respondents | Column | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q3. Job Satisfaction : Base: All respondents | Column | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q4. Number of years with current employer : Base: All respondents | Column | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | Bar | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | StackedColumn | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | StackedBar | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | Line | | | Zone 1 |
| | Title | Outtake | Graphique demo final data -uniform banner.xlsx | Q1. Education Level : Base: All respondents | Table | | | Zone 1 |

Showing 1 to 10 of 10 entries

Save

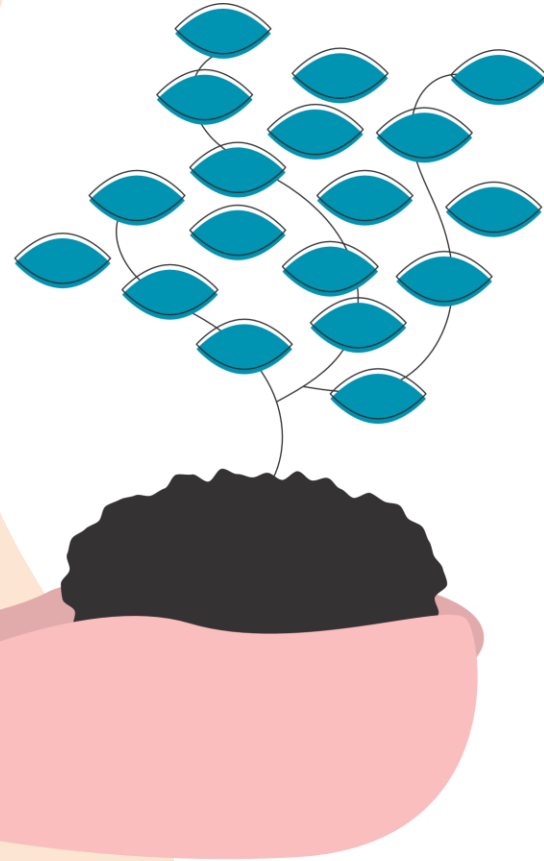
Run

Quick Run

Cancel

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**



Material+

Thank you!



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