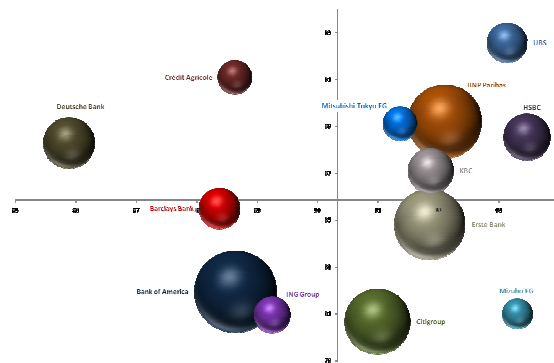


Commercial offering of **data processing** and **data analysis services**



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- Michal Beneš - Consulting

founded in 2008 in Prague, Czech Republic

- Service areas:

- **Market research analysis and data processing**
 - (more than 30 projects/year)
- **Market research consultations and advanced statistical analysis**
- **Development of VBA and SPSS tools**
- **Teaching of Excel and VBA programming**

Services: Data processing

- Full project processing of quantitative research data
 - **Quota control**
 - **Missing values control**
 - **Data cleaning**
 - **Weighting**
 - **Tabulations**
 - Including statistical tests proportions and means (see visual examples on next slides)
 - Tabulation based on client's template

Services: Data analysis

- Following steps:

- **Data analysis based on statistical significances**
- **Presentation preparation**
 - Chart creation
- **Special statistical procedures**
 - Segmentation (Clustering)
 - Factor analysis
 - Correspondence analysis
- **Analysis are conducted in SPSS, QPSMR and R**

Services: Special products and services

■ Effectiveness measurement

- **Analysis** which identifies and measures specific
- **Influences on target variable.** Based on regression models.
- Please see separate presentation on www.benesconsult.com

■ Excel and SPSS programming

- We can program special **macros** for your
- frequent **processing tasks.**
- Please download our free Excel macros from our web page.

■ Ready to use Excel templates:

- Bubble chart creator (299 EUR excl.VAT)

Sample outputs



Sample table

- Tables are delivered in Excel.
- Each question is reported in separate table, sorted by other key variables.

Header - Important socio-demographic or other main variables (age, gender...)

Colour highlights for statistically different proportions.
Above total – green, below total – red.
Intensity of colour marks level of statistical significance.

Q8 What is the level of your satisfaction with provided services?

Q8 What is the level of your satisfaction? Please, use scale 1-5 for each one of them, 1=completely satisfied, 5=completely dissatisfied BY ((TOTAL + Q10. Gender + Q2. Age category + Q11. City + Q7. Client))															
Column percentages		Total	Gender		Age			City						Client	
		female	male	21-30	31-40	41-50	Berlin	Hamburg	München	Frankfurt	Nürnberg	Stuttgart	yes	no	
Q8 What is the level of your satisfaction? Please, use scale 1-5 for each one of them, 1=completely satisfied, 5=completely dissatisfied	1=completely satisfied	49.5%	50.8%	47.7%	57.7%	51.4%	33.3%	40.0%	31.7%	35.9%	70.0%	63.3%	55.0%	54.3%	43.0%
	2	24.8%	25.0%	24.4%	24.9%	22.9%	26.3%	30.0%	16.7%	34.4%	26.7%	20.0%	20.0%	25.7%	23.5%
	3	15.6%	17.1%	13.4%	12.9%	14.7%	21.1%	18.9%	23.3%	23.4%	3.3%	10.0%	15.0%	15.5%	15.6%
	4	4.0%	3.2%	5.2%	1.5%	6.4%	6.1%	6.7%	8.3%	1.6%	0.0%	4.4%	1.7%	1.6%	7.3%
	5=completely dissatisfied	6.1%	4.0%	9.3%	3.0%	4.6%	13.2%	4.4%	20.0%	4.7%	0.0%	2.2%	8.3%	2.9%	10.6%
Boxes	Top 2 boxes (1+2)	74.3%	75.8%	72.4%	82.6%	74.3%	59.6%	70.0%	48.3%	70.3%	96.7%	83.3%	75.0%	80.0%	66.5%
	Middle (3)	15.6%	17.1%	12.4%	12.9%	14.7%	21.1%	18.9%	23.3%	23.4%	3.3%	10.0%	15.0%	15.5%	15.6%
	Bottom 2 boxes (4+5)	10.1%	7.1%	15.2%	4.5%	8.9%	19.3%	11.1%	28.3%	6.3%	0.0%	6.7%	10.0%	4.5%	17.9%
Valid N		424	252	z= 0.66			114	90	60	64	60	90	60	245	179
Mean		1.92	1.85				2.39	2.06	2.68	2.05	1.33	1.62	1.88	1.73	2.19
Median		2	1	2	1	1	2	2	3	2	1	1	1	1	2
Standard Deviation		1.17	1.07	1.29	.97	1.15	1.35	1.13	1.50	1.05	.54	.99	1.24	.98	1.34

Sum of responses for easier understanding

Number of respondents and statistics:
Mean, Median, Std.dev. of mean

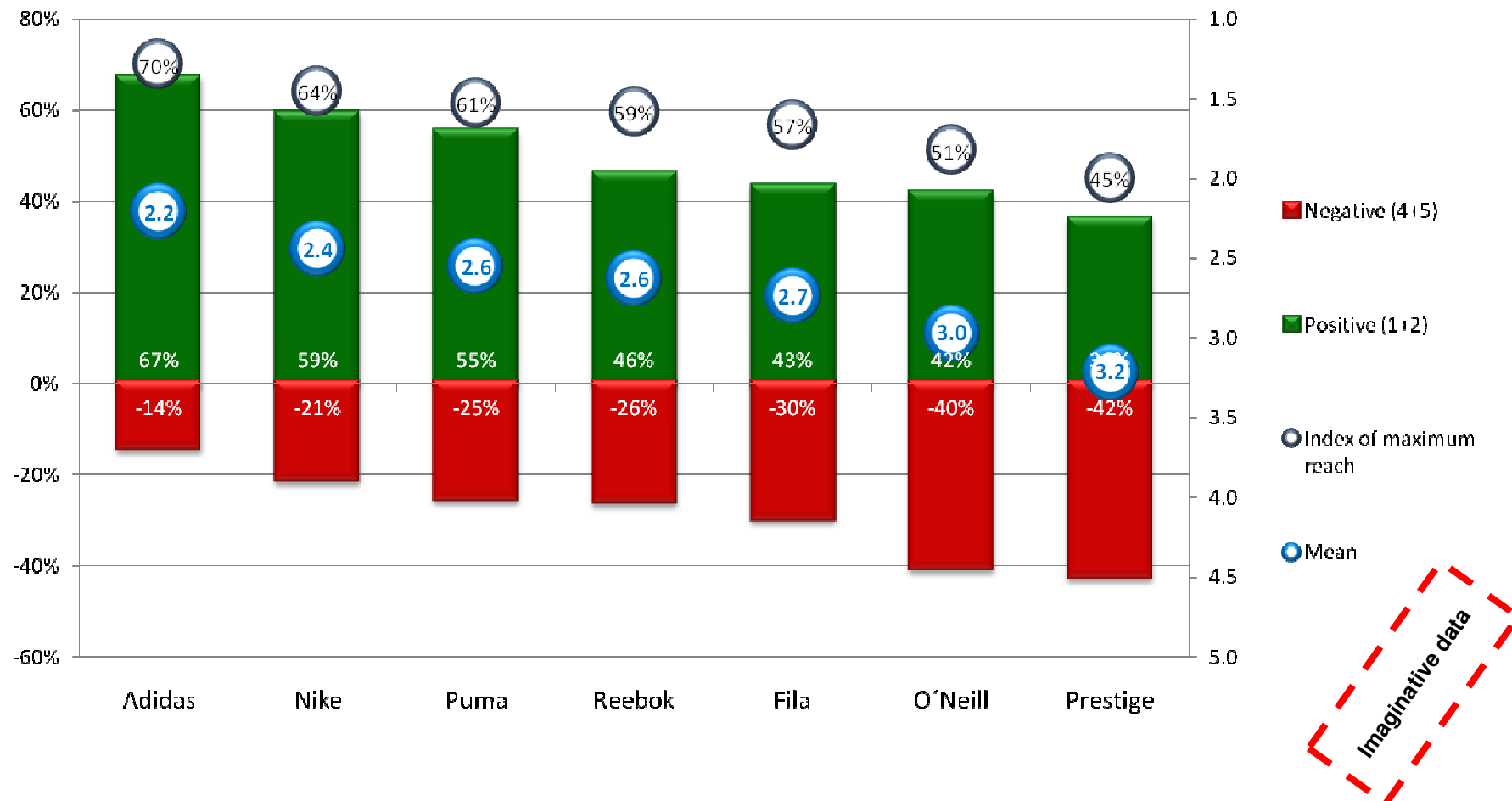
Each cell with proportion contains a comment with 95% confidence interval (Simply: what is probably the proportion in a population subgroup).

We also provide tables with proportion tests within groups (eg. man versus women) and means tests.

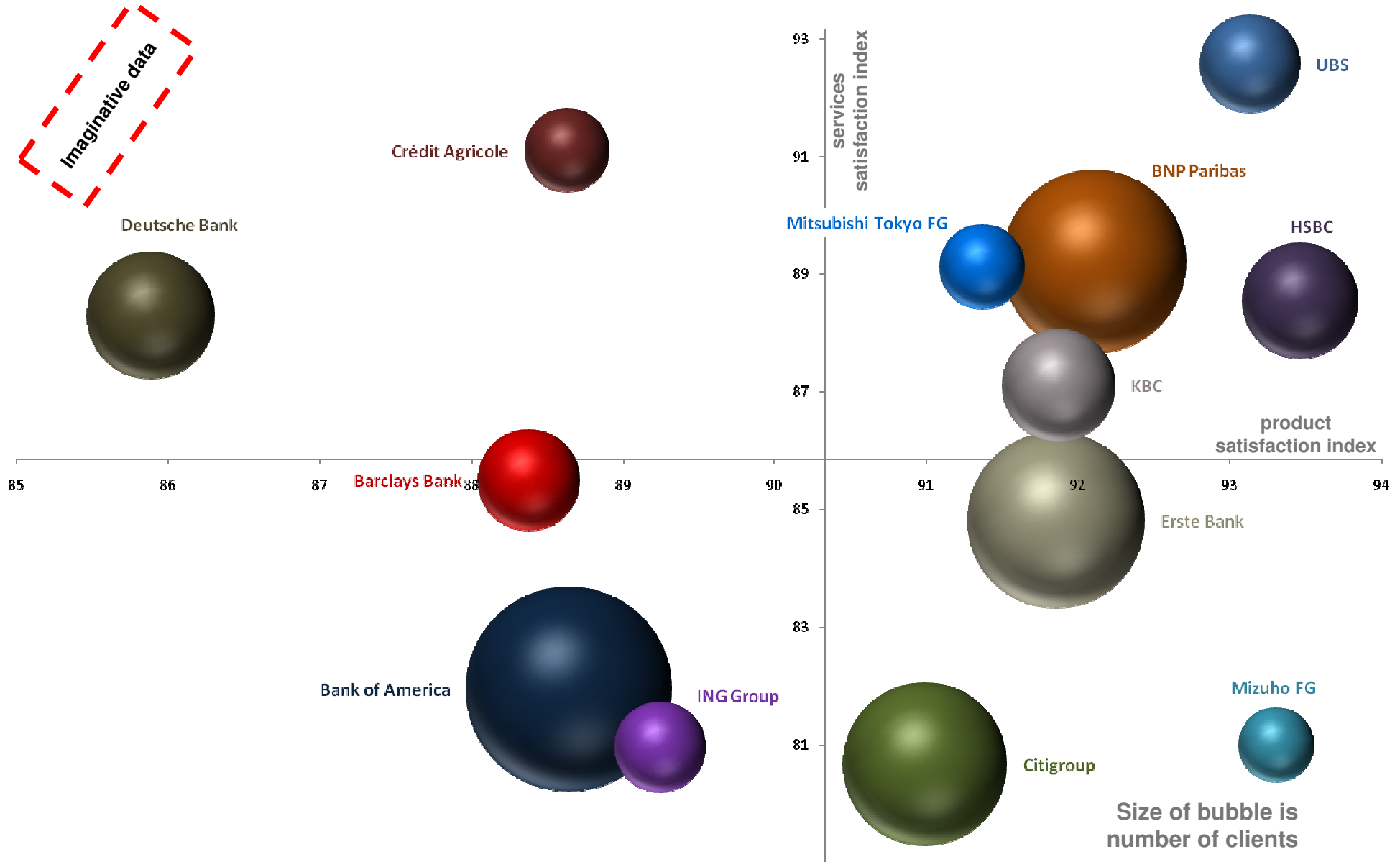
One of the sample bar charts measuring brand performance

- Chart shows customer satisfaction with shoe brands.

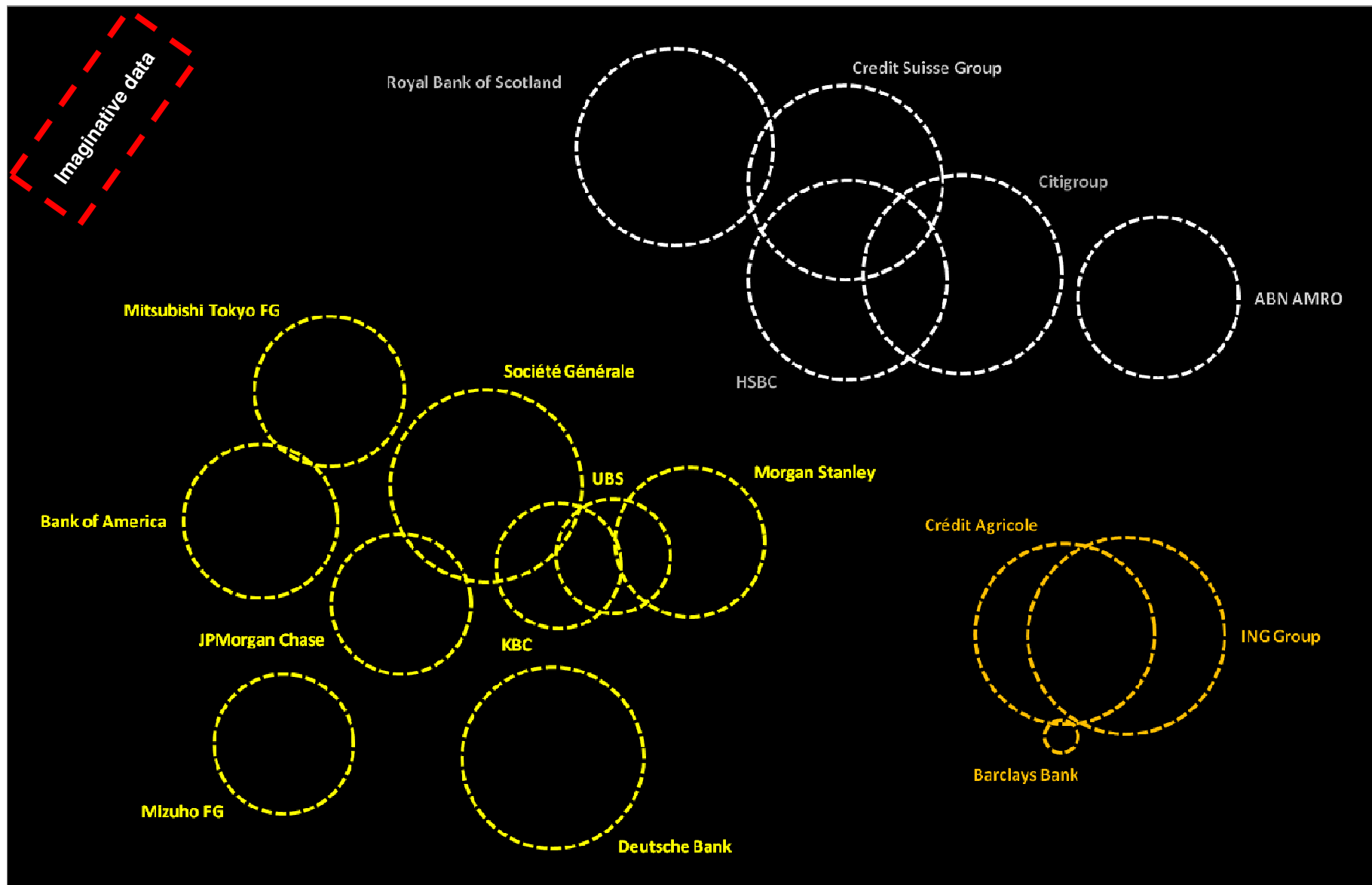
Sample output chart



Bubble chart for the most synoptic information



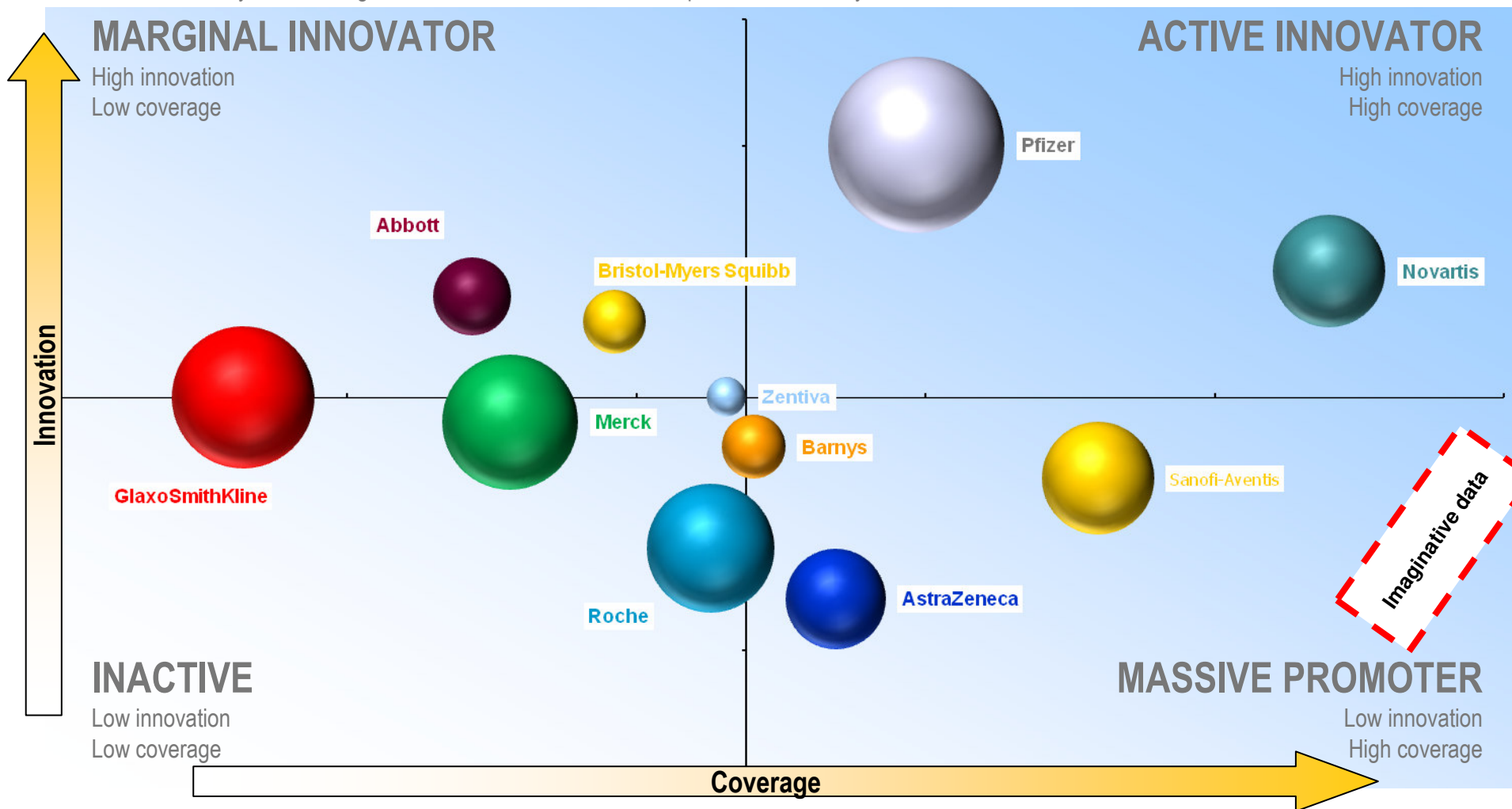
Bubble chart for the most synoptic information



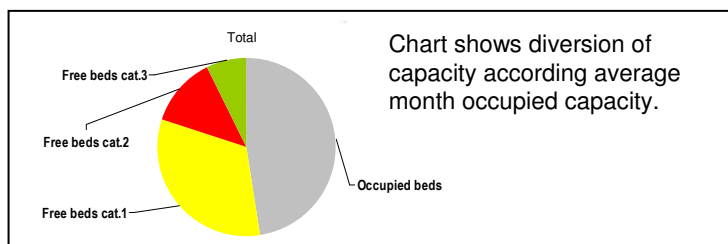
Sample output and example of recommendation

GlaxoSmithKline's strategy should primarily aim to enlarge number of covered states by 10% to reach the average. Innovation is on reliable level.

Chart shows specific strategies of the main manufacturers: Size of bubble = number of active features in the last year. Innovation = % of new feature launched in the last year. Coverage = number of covered states with promotional activity.



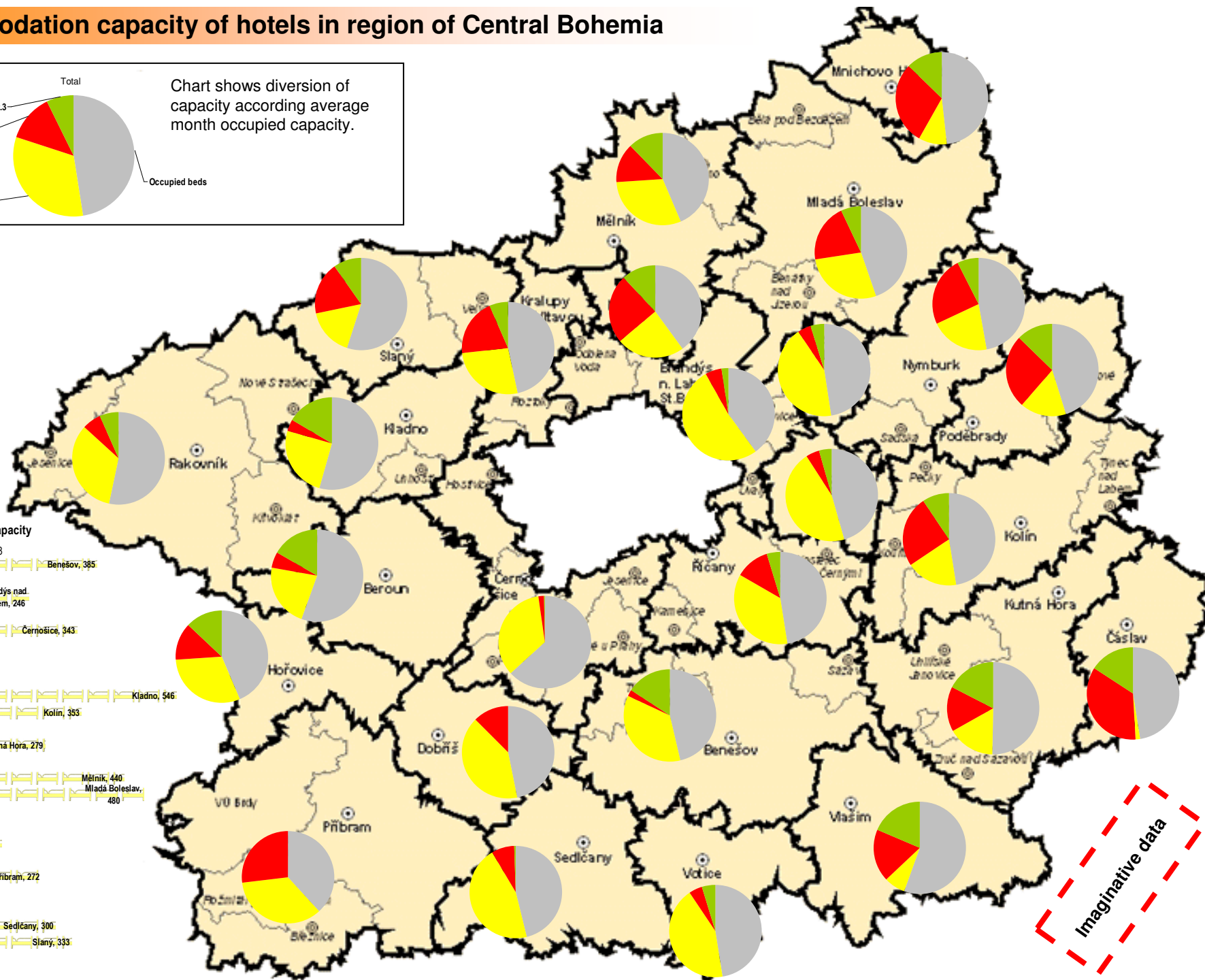
Accommodation capacity of hotels in region of Central Bohemia



Accommodation capacity

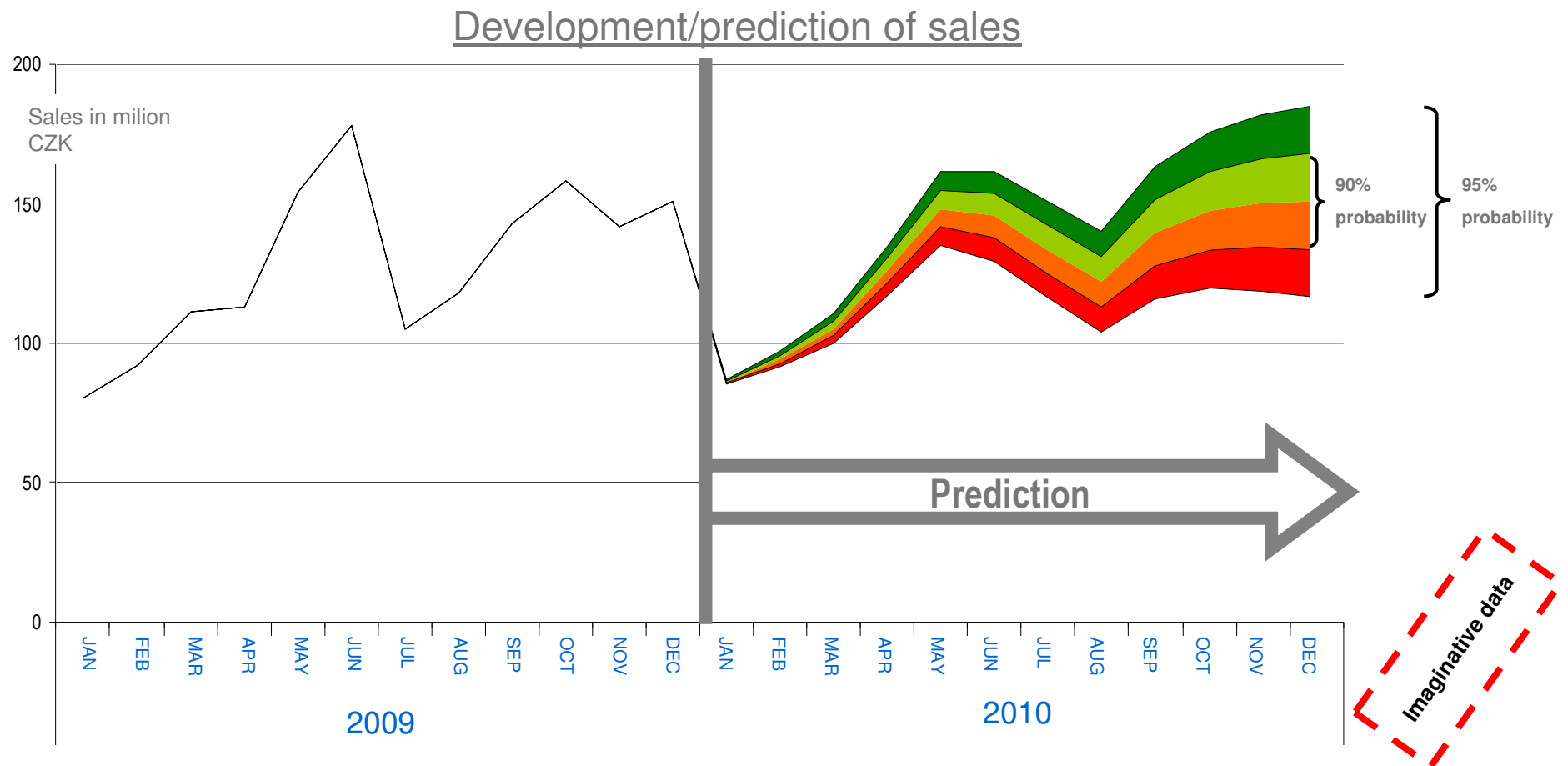
Central Bohemia 5 978

Beněšov, 395	Beněšov, 395
Beroun, 96	Brandýs nad Labem, 246
Čáslav, 114	Cerňovice, 343
Český Brod, 76	Dobříš, 114
Hořovice, 67	Kladno, 546
Kralupy nad Vltavou, 60	Kolín, 333
Lysá nad Labem, 120	Kutná Hora, 279
Mnichovo Hradiště, 87	Mělník, 440
Neratovice, 87	Mladá Boleslav, 480
Nymburk, 191	Příbram, 272
Poděbrady, 74	Rakovník, 163
Ríčany, 114	Sedlčany, 300
Slaný, 333	Vlašim, 104
Votice, 0	



Imaginative data

Prediction chart with one year outlook





- Each project is priced individually, the following price list serves only for general orientation.

	free
– Project calculation	
– Project set up	50 EUR/project
– Data processing (quotas, check, cleaning, weighting)	20 EUR/hour
– Standard tables export	290 EUR/project
– Special tables and charting	30 EUR/hour
– Data analysis, presentation preparation	40 EUR/hour
– Advanced statistical analysis	60 EUR/hour
– Consultation	70 EUR/hour

- Delivery terms are negotiable – delivery time for a standard project is 5 working days.

■ Example calculation:

- Project design: 600 respondents, 30 questions (20 single response, 4 multi response, 1 open ended, 5 socio-demographics).
- Project calculation:

▪ Project set up	50 EUR
▪ Data processing	20EUR*16hours = 320 EUR
▪ Standard tables export	290 EUR
▪ Total	660 EUR
- Output: Tables in Excel with statistical tests (and final data file in SPSS and Excel formats) would be delivered no later than 5 working days from the day after receiving raw data file from the client.

All prices are VAT excluded.

References



About Michal Beneš



■ Present - Market Research Consultant

- Marketing consultation, data management.
- Highly professional analysis of various business issues.

■ Client Executive in The Nielsen Company

- Analysis based on econometrics models, presentations preparation, price and promotion policy recommendations and consultations in Advanced Analytical & Consulting department.

■ Quantitative research analysts in AVE marketing

- Data analysis in SPSS, preparation of presentations, formulation of recommendations and strategies.

■ Faculty of Philosophy, Charles University, Prague

- Sociology, graduated 2005.

Thank you 😊

Mgr. Michal BENEŠ

Market Research Consultant

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