

Do You Have The Information Advantage?

In today's information age, characterized by accelerated innovation, success equals adaptability plus agility. The first and most important challenge in outperforming your competition is to gain the information advantage.

Today, with the abundance of databases and customer surveys, information is readily available. Yet few strategic business decisions leverage a company's information investment. A company that encourages linking and advanced analysis of disparate data sources can realize order of magnitude improvement in decision making.

At Anderson Analytics, we help our clients achieve information superiority.

We help you optimize business decisions by leveraging appropriate quantitative, qualitative, traditional and cutting edge techniques. Our holistic approach and advanced technology allow us to maximize the usefulness of available information to meet your business needs. We can help

at each step, from problem/opportunity identification and study design to delivery of actionable solutions.

We approach each opportunity with the business experience found in large research firms; the rigorous methodological understanding of academia; and the enthusiasm and creativity found only in smaller firms.

“Anderson Analytics is a perfect example of deep smarts. On a recent segmentation study, we needed a research partner who could quickly acclimatize themselves with the data and understand the multivariate analysis that had already been done. Anderson Analytics was very responsive in working with us on this difficult and iterative project.”

JUAN C. GARCIA,
DIRECTOR/PRACTICE HEAD
MARKETING TO HISPANICS,
ZYMAN GROUP, LLC

WHY ANDERSON ANALYTICS

Our Data Integrity

Quality research starts with quality data, and the best answers come from well thought out questions. Whether we are working with internal business data or gathering primary research, we make sure that projects are of correct and sufficient scope to accurately address the business need.

Our Approach to Methodology

We believe embracing the latest technology gives us an advantage over our competition. As the business environment changes, so must the techniques used to understand it. Therefore we use new technology to improve traditional techniques.

In approaching possible solutions, our diverse team draws on their extensive experience from both business and academia. The methodologies we use range from traditional focus groups and surveys, to advanced modeling & simulation, data mining, text mining and projective techniques. We believe multi-method approaches yield more valid and actionable results, and therefore encourage intelligent combination of techniques.

We approach each client's situation and optimal solution as being unique. Therefore, we do not offer black-box/one-size-fits-all solutions. Our focus is always on understanding the needs of our client first, then selecting the best and most efficient methodology.

Our Focus on Outcome

Our deliverables go beyond graphs, charts and percentages. We help our clients visualize the information holistically and always offer actionable solutions. We understand that each project needs to stay relevant within a larger framework. Communication is key, and we provide our clients with answers that are both thorough and contextual.

What We Do: Business Intelligence

Do your daily business transactions and communications generate a large amount of records? For most companies, the answer is yes. These records, such as sales data, supply logs, customer communication logs, and financial records, are an expensive investment and an invaluable asset if properly understood and acted upon. Companies willing to share and leverage information across departments and projects stand to gain a considerable advantage over their competition.

Performing in-depth analysis on your internal company data can fulfill the following needs:

- Address ROI issues
- Find cost saving solutions
- Pinpoint performance problems
- Identify customer segments
- Improve business processes
- Refine marketing's four P's

At Anderson Analytics, we employ well-developed data mining and text mining techniques to uncover the hidden information within your internal business databases.

The data your business already possesses are also an ideal source for applying advanced modeling & simulation techniques. These techniques can offer you deeper understanding of a system, i.e. your business and market environment, and raise the level of performance predictability. To this end, we employ powerful software: SAS™, SPSS™, Clementine™, AnswerTree™, @Risk™, ProfilerPlus™ and Leximancer™.

“Anderson Analytics is at the forefront of market and business intelligence in the hospitality industry. They are bridging the information gap between Marketing and MIS (data mining and even text mining). Very powerful insights for guest satisfaction, marketing, as well as revenue management.”

JIM OSAKO,
SENIOR TECHNICAL ANALYST, HOTEL SYSTEMS
INTER CONTINENTAL HOTELS

Data Mining

Also known as Knowledge-Discovery in Databases (KDD). Data mining uses computational techniques from statistics, machine learning and pattern recognition to search large volumes of data for patterns. We use powerful techniques such as CHAID, C&R Tree, K-Means, Kohonen, Neural Nets, GRI, etc. so that all your data can be leveraged for valuable information.

Text Mining

As most information (over 80%) is stored as text, Anderson Analytics is working hard to stay at the forefront of this new field. We use a combination of Linguistics, Statistics, and Machine Learning techniques to code and classify text data. We then apply data mining, data linking and other analytics to uncover the hidden value of this information.

Text mining techniques can be used in countless situations including: call center customer files, customer suggestions and complaints, survey open ends, focus groups or discussion boards, web/blog mining, etc.

Modeling & Simulation

Modeling uses mathematical language to describe the behavior of a system. We can model the way your business and market work, the rational behavior of consumers, or model the Marketing Four P's and their effect on revenue (marketing mix modeling).

Simulation is an imitation of some real state of affairs or processes. The act of simulating something generally entails representing certain key characteristics or behaviors of a selected physical or abstract system. Simulation helps us understand a system and make decisions based on observed experience and probabilities.

What We Do: Market Research

Marketing Research is one of the most important branches of a company's Information Advantage strategy. Much research activity is conducted just to remain at information parity with the competition. To gain an information advantage, primary research need not be extremely elaborate or expensive, but it does need to be smart and creative.

Generally, qualitative research is better at answering the "why" and quantitative research better answers the "how much/many". At Anderson Analytics, we are frequently able to leverage state-of-the-art technology to merge traditionally quantitative or qualitative techniques. While we offer both quantitative solutions (such as surveys) and qualitative solutions (such as online focus groups, one-on-one interviews, and ethnography), creative study design often allows us to incorporate the benefits of both types of research within one methodology, providing more robust and actionable insights.

The services we provide commonly address the following clients' needs:

Consumer Segmentation

One of the most common questions in market research is "who to target, and how to communicate with them?" Proper segmentation should take into account all relevant category variables, including profit opportunity, usage, brand selection criteria, lifestyle values, and media habits. Most importantly, only variables that will be actionable should be selected for consideration. Our in-depth analysis can help you understand your market structure, identify unique opportunities, and avoid unprofitable segments.

Attitude and Usage

Anderson Analytics' attitude and usage (A&U) studies can help you define your market and spotlight areas of opportunity. A&U studies can reveal insights on issues such as loyalty, brand shifting, heavy/light purchase/usage, etc. A well-designed A&U will help you understand which product or service attributes are most important and trigger purchasing decisions. These insights will allow you to adjust your strategy for future growth.

Concept Refinement and Screening

Use our web platform interactively to understand the appeal of new product concepts. By bringing the consumer into the early concept formulation process, you gain a wealth of insight for concept improvement and refinement before venturing into a new product market.

"I frequently work with global/multi-country marketing issues and projects. I've found few marketing consultants in the US truly have an understanding of the special business issues, both cultural and technical, that need to be considered. I have found Anderson Analytics to be exceptionally good at understanding these intricacies. On one particular project, Anderson Analytics proved their ability to deliver strategic advice incorporating secondary data, and SWOT analysis that was particularly insightful and actionable."

ALASTAIR BRUCE, GLOBAL HEAD OF HEALTHCARE RESEARCH INTERNATIONAL

Ad Effectiveness

We can help you determine if you are making the most out of your advertising dollars, both in print media and online banner ads. In the online environment, we can measure your banner ads effective 'lift' in real-time, by measuring the increase in brand awareness based on actual exposures to a banner ad.

Brand Tracking

We can help you measure, benchmark, and monitor brand awareness, brand purchasing and brand perceptions. Brand tracking allows you to understand the health of your brand vs. competitive brands, and determine how different marketing levers such as advertising, promotions, etc., impact key brand measures.

The Tools We Use

Q: What's the best move in chess?

A: There is none, the best move depends on the game situation and your adversary.

What's the best market research methodology? It depends on the market situation and the competitive environment.

At Anderson Analytics, we take a holistic approach to solving your problem. We are not wed to any particular method. We constantly strive to incorporate the latest technology in order to improve traditional methods, and develop new cutting edge techniques.

Web-based Surveys

Our online survey tools are capable of handling complex logic and validation requirements with all types of questions — matrix, ranking, constant sum, rating, conjoint, etc. Surveys can incorporate picture files, video, and audio. Depending on your specific need we will use the most appropriate available tools such as: Confirmit™, Ztelligence™, InsightExpress™ etc. Or we have the ability to build custom tools for you if necessary. With web-based surveys you get immediate responses to customer attitudes, behaviors, needs, wants, and preferences.

“We have found that Anderson Analytics is more than just a safe pair of hands. Over multiple engagements, Tom’s team has delivered the consumer insight we need on time, budget and in a way that makes sense for our organization. Tom and his team have demonstrated the ability to fully integrate themselves in our organization and becomes more than a vendor— Anderson Analytics is our business partner with a research focus.”

PETER SHORTALL, MARKETING MANAGER
PROMINENT FINANCIAL INSTITUTION



Online Focus Group Discussion Boards

We offer sophisticated online focus group technology that allows you to gather up to 50 participants (we recommend smaller groups in most cases) without worrying about geography or travel. You can participate from wherever you have access to the web - office, home, hotel. Benefits versus traditional focus groups include participant candor, larger sample size, cost effectiveness, geography, and longer discussion periods.

Online Focus Group Chats

Online focus group chat sessions, either one-on-one or in a small group, allow respondents to participate directly with one another, at a specified time, under the guidance of a trained moderator. While we usually recommend Discussion Boards, in certain cases, as a complement to other qualitative work, online chats are a quick and easy way to elicit honest responses, uninfluenced by peer pressure or group dominance, all in real-time.

ePanels

Anderson Analytics can offer you access to ePanelists. Although surveying your own customers whenever possible is more accurate and cost effective, using panels sometimes is necessary and useful. We can help recruit online sample, or supply you with ePanelists at a competitive price. We are experienced in dealing with the short comings of ePanel research results. When using ePanels and analyzing data that incorporate ePanel results, we can find ways to minimize the response error, maintain objectivity, and avoid other risks.

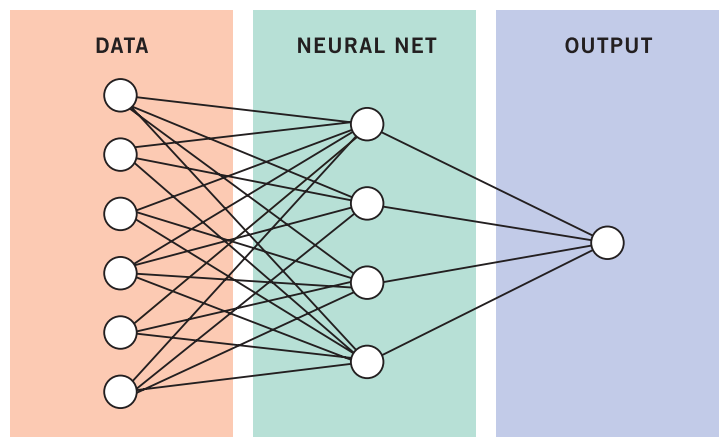
The Tools We Use: Data Mining

In the age of information overload, we use simple numbers to give us a quick understanding of the situation. The unemployment rate, gas prices, stock prices, etc. help us estimate the economic condition; opinion polls and customer approval ratings help to gauge our market performance. However, when making important business decisions, simple numbers rarely give you an information advantage. Good business decisions are based on an understanding of a myriad of relating factors that can be used reliably to predict information about the future.

Your databases contain valuable information about your business environment, and how well your company performs in that environment. However traditional analytical techniques and software are not enough to leverage and detect the valuable information hidden in your data.

Enter advanced predictive techniques such as neural networking. **Neural nets**, which are the combined result of statistics, artificial intelligence, and machine learning are similar to regression analysis, but several times more powerful. Neural nets mirror the way a human brain works. The computer iteratively 'learns' how a system or model works. Neural nets can make highly accurate predictions, yet are far more flexible than standard statistics. By using techniques such as neural nets Anderson Analytics can help you understand what the key drivers behind your problem or opportunity are by looking to the data you already own.

Also known as **Knowledge-Discovery in Databases (KDD)** data mining uses computational techniques from statistics, machine learning and pattern recognition to search large



volumes of data for patterns. We use powerful software and techniques such as CHAID, C&R Tree, K-Means, Kohonen, Neural Nets, GRI, etc. so that all your data can be leveraged for valuable information.

Because of the knowledge and software investment necessary, only the largest companies have significant data mining programs. At Anderson Analytics, we are equipped to cost effectively perform a deep-dive into larger volumes of data, whether that is a client's internal business data or newly collected marketing research data.

Our data mining approach is an exhaustive process that requires discipline and knowledge of databases, in conjunction with the proper application of advanced statistical software. For those willing to explore their databases with data mining, significant information advantages await. Proper data mining can help you perceive trends and identify key correlations, enabling the creation of appropriate business rules and definitive conclusions in areas where common data analytic techniques have missed, and 'hunches', currently prevail.

Anderson Analytics

“...created a bullet-proof methodology to fill the gap between text analytics and market research. I highly recommend Tom and his team.”

OLIVIER JOUVE
VICE PRESIDENT, MARKET STRATEGY
SPSS, INC.

The Tools We Use: AA-Projective™

“If we had asked people what they wanted, they would have said ‘faster horses.’”—Henry Ford

True... but how could market research have helped uncover the potential demand for a converted horse-drawn carriage—without horses?

One of Anderson Analytic’s strengths is our ability to improve and incorporate multi-disciplinary methods into the market research process. One of our newest methodologies is the AA-Projective™ technique.

Thematic Appreciation Tests (TAT), also known as Picture Story Exercises (PSE), are qualitative research methods that use images to invoke respondents’ freeform expression without the constraints of predefined questions and choices. The open-ended responses often allow the participants to offer more information, particularly at the subconscious level.

Historically, TAT has been used in psychology or in the social sciences at an individual level, with ‘at-a-distance’ techniques such as with politicians or historical figures or somewhat more recently in qualitative market research with very small sample sizes.

“The power of a projective technique is its ability to allow a research participant to drape his or her perceptual screens around another—and then discuss the situation without embarrassment or hesitation. The rich findings from such research are often the genesis of new marketing strategies. Anderson Analytics’ cast of characters holds that power, allowing each respondent to find his or her character match. And Tom Anderson’s ground-breaking work with Hispanic youth and automobile purchases proves the insight possible from such research.”

PROFESSOR PAMELA SCHINDLER
DIRECTOR, CENTER FOR APPLIED MANAGEMENT,
WITTENBERG UNIVERSITY
CO-AUTHOR, *MARKETING RESEARCH*

1. A TAT image is shown to the test participants. TAT images usually contain characters interacting within an environment.
2. Test participants use their own words to describe the scene and possibly the dialog taking place between the characters.
3. The verbatim responses are coded using Anderson Analytic’s proprietary coding system, which is based on social science/psychological theories.
4. Profiles are developed for all the participants. The results are analyzed further using text mining and data mining techniques.

Anderson Analytics has developed this technique so that it can be applied with confidence as a quantitative tool in market research. The administering of TAT’s follows a rigorous scientific process. Control and test groups are setup for result comparison. For example, TAT can be used to test brand awareness or attitude towards a certain product. Our technical capability allows us to infuse Internet survey or online discussion board data collection with TAT methods. We have developed protocols to have the TAT administered via the virtual environment without compromising methodological standards. Combining results with our text mining and data mining capabilities, TAT/PSE becomes a powerful research tool that can reveal deeper market insight than was previously possible.

The most powerful benefit of this technique is that it allows the researcher to dig deeper into the respondents’ motives. This projective technique is particularly useful when dealing with more sensitive subjects such as self-image or trauma issues.

For detail about our TAT/PSE methodology, please contact us about our TAT white paper and our ESOMAR Automotive 2006 presentation, which uses TAT to explore the feasibility of a Hispanic Youth Segment in North America.