

Innovations in Market Research Reporting

The report derived from a market research study can be a valuable tool, but only if it is usable. Traditional reporting methods, while comprehensive, can be difficult to learn from given the time involved in digesting the key findings. Dynamic, visually-inspired recommendations allow clients to make timely, actionable decisions and respond to market data quickly.

Actionable Reports

Olson Research reports are easily digestible, designed for immediate impact:

- **More visuals & graphics** (less words) for easier data interpretation
- In-depth respondent segment analysis & cross analysis
- Delineation of **potential roadblocks** (pushback) & **suggested response guidance** for sales force
- Dashboard analysis
- **2 slide** project summary

And also contain all of the traditional sections of research reporting:

- Introduction & Methodology
- Sample Analysis
- Key Findings
- Actionable Recommendations
- Detailed Findings
- Appendix

Dashboard Analysis



Contact Us



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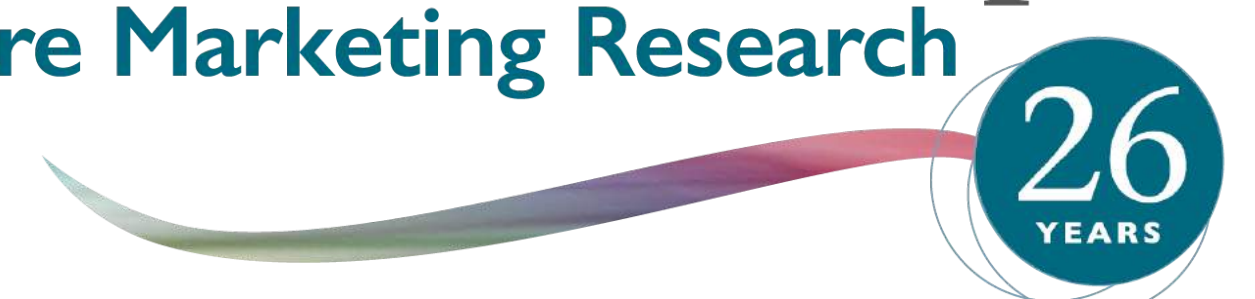


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