

DESKTOP SURVEY ANALYTICS

Comprised of nine uniquely specialised applications, Insight VX is a purpose built survey analytics platform for all of your survey data analytics needs.

Import your data. Run analyses. Create dashboards. Export and share the results.

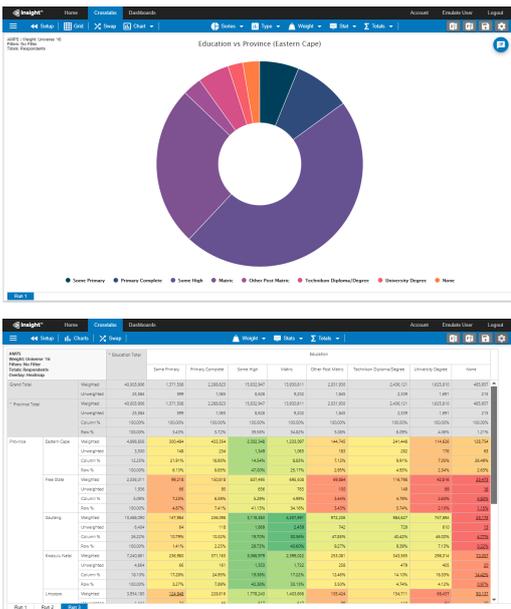
VISIT [INSIGHTVX.COM](https://www.insightvx.com) FOR A FREE TRIAL

iTab

Cross-tabulation analysis

iTab is a complete tool for quickly creating crosstabs that makes it easy for market researchers to discover the story in their data.

Setting up your data for analysis is easy with a drag and drop system anyone can master. Generate large reports quickly and export to PowerPoint and Excel.



The built-in visualisation library delivers results as fully customisable data grids and charts.

Enhance visualisations further with unique overlays like heatmaps, data bars and custom filters.

Take advantage of a suite of advanced features that includes Net Promoter Scores, sample frames, coded constructs, significance testing, and more.

For more information, visit www.insightvx.com

KEY FEATURES

- Intuitive drag and drop cross-tabulation analysis
- Generate data grids instantly
- Sort, swap and filter results
- Create coded constructs from existing variables
- Generate sample frames with a single click
- Heatmaps and significance testing
- Net Promoter Scores
- Display results as beautiful, fully customisable charts
- Chart template gallery
- Correspondence and position mapping
- Export to PowerPoint and Excel with live data
- Append new results to existing PowerPoint presentations
- Save, load and share research projects

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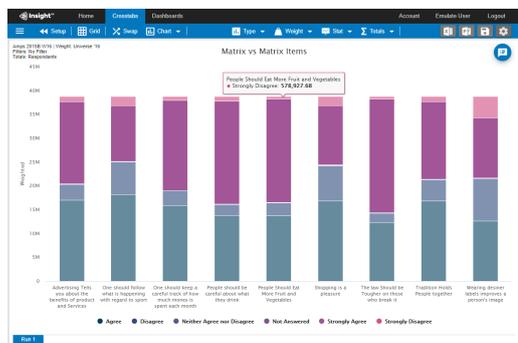
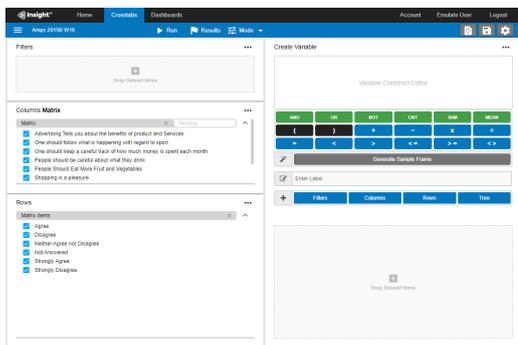
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iMatrix

Matrix analysis

A matrix is a set of questions, each with a common set of answers, with popular types being Agree/Disagree questions, scales, and Net Promoter Scores. iMatrix provides researchers with a powerful solution to analyse matrix-type questions and visualise the results.



iMatrix automatically recognises and consolidates common answer sets, to generate insight-optimised data grids and charts.

Apply filtering and create variable constructs to further enhance data runs.

Data grid and charts are fully customisable to your exact requirements and can be exported directly to PowerPoint and Excel with live data.

For more information, visit www.insightvx.com

KEY FEATURES

- Intuitive drag and drop matrix analysis
- Ideal for analysis of questions with common answer sets
- Create constructs from existing dataset variables
- Automatically consolidates common answers into a single set
- Generate informative, easily understandable data grids with a single click
- Display results as beautiful, fully customisable charts
- Chart template gallery
- Net Promoter Scores
- Export to PowerPoint and Excel with live data
- Append new results to existing PowerPoint presentations
- Save, load and share research projects

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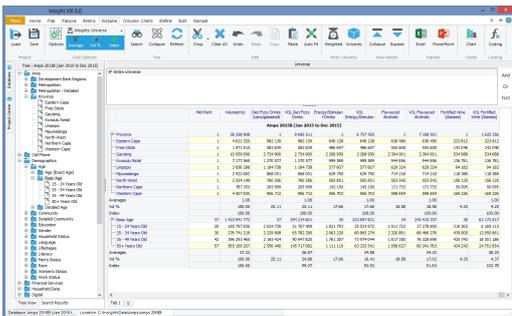
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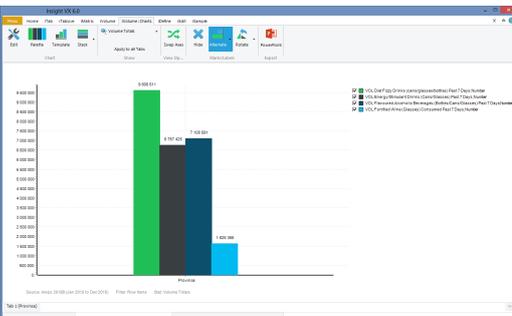
iVolume

Volumetric analysis

iVolume makes it easy to discover volume-based insights in market research data. Frequently asked numeric questions like usage, income, and age can be analysed across multiple survey categories. Average volumes, totals and index values are generated live as you drag and drop.



Category	Midpoint	Volume	Weighted Volume	Index	Percentage	Percentage of Total
Age Group	18-24	100	100	100	100%	100%
Age Group	25-34	150	150	150	150%	150%
Age Group	35-44	200	200	200	200%	200%
Age Group	45-54	250	250	250	250%	250%
Age Group	55-64	300	300	300	300%	300%
Age Group	65+	350	350	350	350%	350%



Midpoints are automatically generated, but can also be manually specified for greater control.

Create constructs out of existing variables to answer questions not specifically included in a survey.

Transform grid results into fully customisable charts and export directly to PowerPoint and Excel with live data.

For more information, visit www.insightvx.com

KEY FEATURES

- Intuitive drag and drop volumetric analysis
- Ideal for analysis of numeric variables like age, income, usage, impressions
- Display results as averages, volume totals and percentages, and indexes
- Automatically calculate or manually specify range midpoints
- Run analyses across multiple survey categories simultaneously
- Create constructs from available variables
- Apply custom filters to queries
- Display results as beautiful, fully customisable charts
- Export to PowerPoint and Excel with live data

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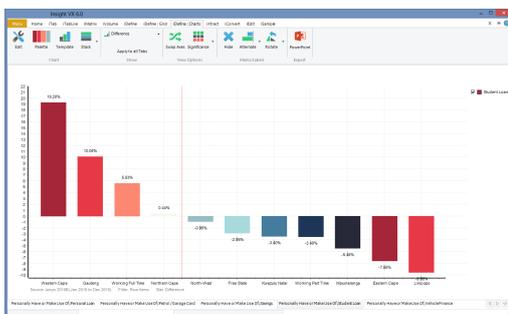
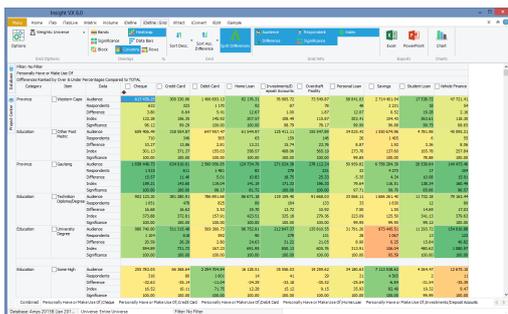
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iDefine

Driver analysis

Which qualities, attributes and aspects drive the performance of your brand and which do not? iDefine is the ultimate driver analysis tool, helping marketers measure the relative importance of predictor variables to an outcome. Insights can be used to build consumer profiles, identify strategic priorities, and much more.



Simply drag and drop to automatically quantify, rank and split variables according to their importance to products, brands, attitudes and more.

Built-in statistical testing provides deeper insight into generated results.

Visually enhance grid results with informative overlays and generate fully customisable charts. Export directly to PowerPoint and Excel with live data.

KEY FEATURES

Intuitive drag and drop analysis

Create contracts from available variables

Apply custom filters to queries

Heatmaps and significance testing

Split results into statistically significant definers and non-definers

Filter results based on statistical confidence

Sort grid results globally or on individual items

Enhance data grids with customisable overlays

Display results as beautiful, fully customisable charts

Export to PowerPoint and Excel with live data

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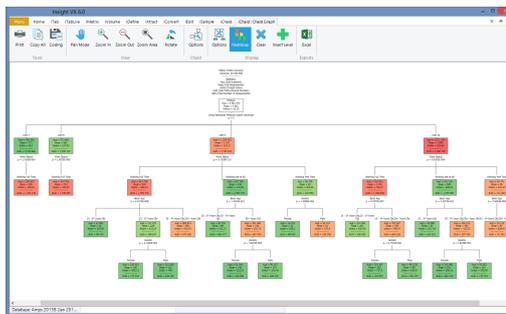
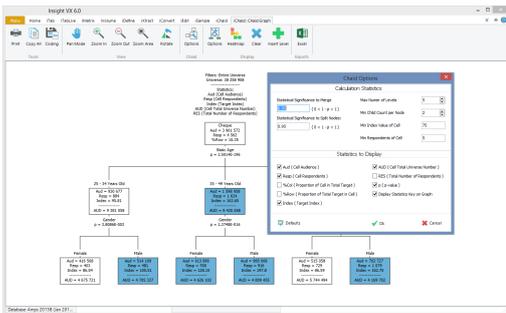
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iChaid

CHAID market segmentation

iChaid uses CHAID (Chi-Square Automatic Interaction Detector) methodology to help researchers visually identify the essential relationships between response variables. Instead of representing variable results as equations, iChaid uses tree diagrams to make variable relationships easy to visualise and understand.



Tree diagrams and segments are automatically created and grouped but users can also manually tune settings and add additional tree levels.

CHAID diagrams can be enhanced with fully customisable heatmaps.

Zoom, pan and rotate to view diagrams from your preferred perspective. Export diagrams to Excel with live data, or copy and paste directly into presentations.

For more information, visit www.insightvx.com

KEY FEATURES

Intuitive drag and drop analysis

Create constructs from available variables

Apply custom filters to queries

Automatically or manually generate CHAID tree segmentation diagrams

Zoom, pan, rotate and area zoom

Customisable display options

Split cells, and insert branches and custom levels

Custom options for statistical calculations

Fully customisable heatmaps and significance testing

Copy CHAID diagrams to clipboard

Export to Excel with live data

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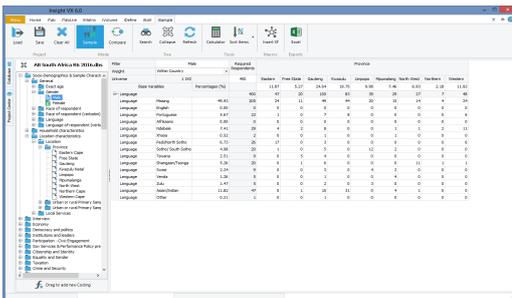
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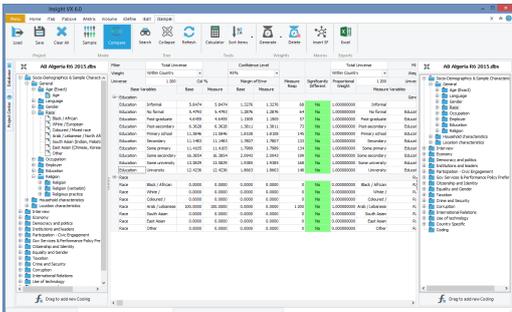
iSample

Weighting & sampling tools

iSample is a comprehensive set of tools for calculating sample sizes and margins of error, generating sample frames, and weighting surveys. Create Scale, Proportional and Integrated weights with ease, using proportions from an existing survey, or manually specify your own custom proportions.



Drag and drop categories to automatically create sample frames and export to Excel with a single click.



Use the sample size calculator to instantly determine required number of survey respondents.

Built-in statistical testing displays provides essential insight into margins of error, proportions, confidence levels, and significant differences.

For more information, visit www.insightvx.com

KEY FEATURES

- Sample size calculator
- Generate sample frames automatically or manually
- Determine representative sample compositions
- Margin of error and sample accuracy calculations
- Export sample frames directly to Excel
- Significance testing on common variables across data sets
- Weight surveys automatically or manually
- Proportional, Scale and Integrated weighting
- Weight using automatic or customised proportions
- Filtering of base/measure surveys and sample frames

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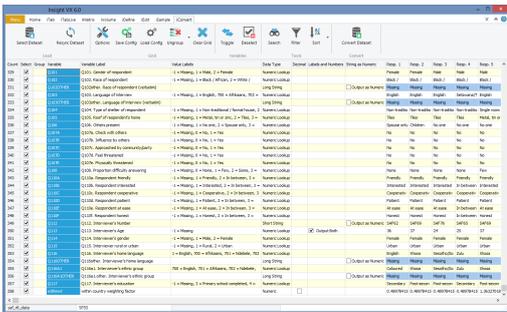
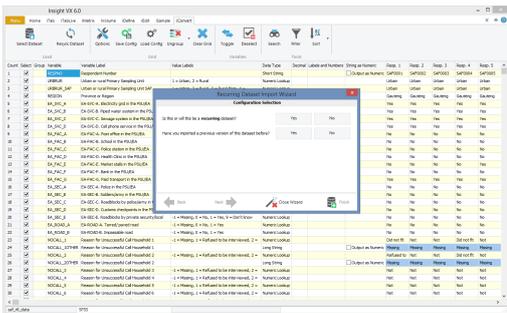
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iConvert

Dataset importer and converter

Preparing data for analysis is easy with the comprehensive importing and conversion capabilities of iConvert. Import data from a variety of industry standard formats in just a few clicks. Process dataset weights, time periods, missing values, variable groupings, and a whole lot more.



Built-in syncing options enable researchers to automatically structure their dataset's tree using an existing dataset.

Researchers can also merge any number of datasets into a single source - ideal for ongoing studies.

Convert all of your data into a single consistent format and access it securely from a data repository hosted on your own hardware.

For more information, visit www.insightvx.com

KEY FEATURES

Supports all industry standard file formats: SPSS, CSV, and more

Sync and merge datasets with previous waves/iterations of the same study

Convert datasets into a unified format and store/access them securely on your own hardware

Quick options for sorting and filtering of dataset variables

Automatic recognition of variable types

Assign time periods

Generate groups for dichotomous and multi-response answers

Process and assign labels to missing values

Assign weights and weight names

Advanced search functionality

Save configurations to streamline conversions of future study waves

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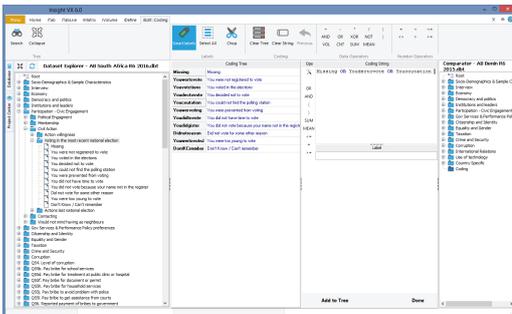
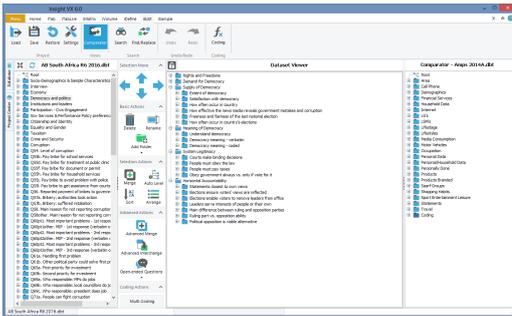
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iEdit

Data tree editor

iEdit helps you quickly transform raw, imported variable labels into easy-to-navigate tree structures, ready for analysis. Clean up typos, fix messy data labels and structure market research datasets to your exact requirements. Create categories, merge folders, transpose and sort variables, and copy/paste elements.



Researchers can also create their own constructs from the available variables and add them to the tree.

Handle open-ended questions with ease with automatic keyword recognition, grouping and exclusion lists.

Built-in bulk operations automate repetitive, tedious tasks, greatly reducing the potential for human error, and cuts data editing times from hours to minutes.

For more information, visit www.insightvx.com

KEY FEATURES

- Transform dataset variables into analysis-friendly tree structures
- Bulk operations for lightning-fast data editing
- Clean up messy/misspelt data labels
- Locate items easily with advanced Find/Replace
- Process open-ended questions and extract key words
- Use existing dataset trees as templates
- Use predefined layouts to automatically order labels
- Automatic generation of new folder levels
- Easily sort, merge and arrange data items
- Create and add coded variable constructs
- Advanced label interchange functionality
- Copy and paste categories and variables

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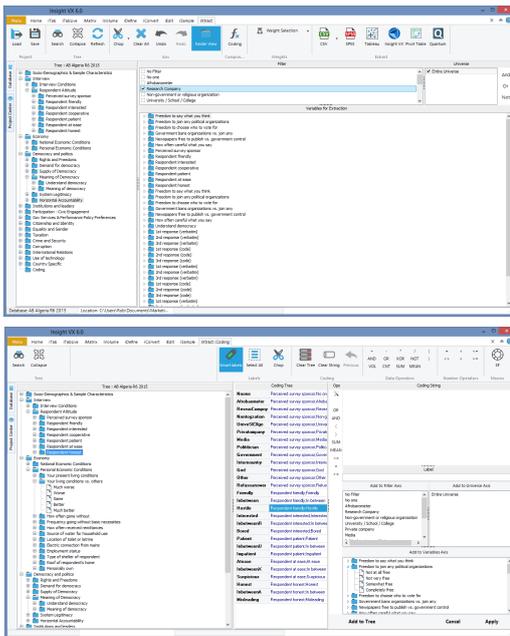
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iXtract

Dataset exporting

Use iXtract to export your existing datasets from Insight VX into an analysis-friendly format of your choice. Export entire datasets or just extract a subset, with full control over bases, variables, and labelling. Assign weights to your exported dataset with just a few clicks.



With iXtract, exporting to Excel pivot tables is as easy as dragging and dropping the variables you want.

Pivot tables offer sharing of concise summaries of potentially thousands of rows and columns.

Sample frames and variables that aren't explicitly included in a dataset can be easily constructed and added to any dataset export.

For more information, visit www.insightvx.com

KEY FEATURES

Export to popular industry formats like SPSS, CSV, Tableau, Qlik and PowerBi

Create data subsets for analysis in Insight VX

CSV exports in binary, weighted, and labelled formats

Generate Excel pivot tables

Edit, rename and apply filters to exported variables

Assign weights to exported datasets

Create constructs from existing variables

Generate and add sample frames to exported datasets

Prepare data for analysis then export it and analyse in the software of your choice

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