

# Drive more insight from your research data



## We are mTAB®, we understand research data

mTAB is a web-based service and software solution designed for the way that most analysts have always wanted to work with survey data. It structures all of your data into a common format so that you don't have to, and provides a straightforward means for any strategist to perform ad hoc data analysis and exploration. mTAB takes research from any source, optimizes it for analysis, and then provides key business insight to analysts and decision makers.

## For new analysts and experienced researchers

mTAB is so easy to use that even the newest analyst can perform queries, cross tabulations and carry out sophisticated data analysis; but at the same time it is so powerful that experienced researchers can use it for advanced data mining or to set up complex re-usable reports.

## More than software, a complete service

Purchasing mTAB entitles you to much more than software. We pride ourselves on the high level of service we provide to our customers as part of the mTAB package. Our aim is to support you at every step, so that you truly think of us as a part of your team.

## Services that extend the value of your research:

### mTAB Service Bureau

- Compare, combine and trend all of your research, past and present
- Shaping data into the format most conducive for analysis
- Derive KPI, NPS, indices and other new analytical metrics

### mTAB Report Automation

- Interactive dashboards that distill your research results into meaningful visualizations
- Consolidate multiple research projects and non-research data within a single dashboard
- Automated updating of Powerpoint® decks linked to mTAB

### mTAB Text Analytics

- Combine structured and unstructured data within a single analysis
- Derive quantitative classification and sentiment variables

### mTAB Self Managed

- Small-scale project integration with mTAB software suite

## mTAB lets analysts work the way they have always wanted to.

**25 years of serving Fortune 500 companies. A trusted and proven enterprise solution for managing and analyzing your research results.**

### More time for what really matters

Datasets in mTAB are ready to use, saving time that used to be spent shaping data and training on vendor specific tools. That time can now be spent mining for nuance and insight.

### Increased value of your existing research data

mTAB's unique ability to directly facilitate non-uniform multi-study comparisons and aggregations adds incremental value to your cumulative research investment.

### Hands-on analytics

mTAB requires no expertise. It is so easy to learn and use that anyone with an interest can perform research analysis.

### Improved reports fueled by better analysis

Instead of dumping numbers into a set of ordinary reports, mTAB enables you to fully explore the data and customize each report to effectively address the questions of the hour.

Visit our website for more information  
[www.mtabsurveyanalysis.com](http://www.mtabsurveyanalysis.com)

## Features

mTAB has been developed and refined over many years of use by our customers, so our list of features is about as comprehensive as it gets. Here we list out some of the key areas of support you may be looking for, but there is much more. If you don't see it here, ask us.



### Data types supported

- Single and multiple response variables
- Matrix-style questionnaire structures
- Numeric values, such as amounts or costs
- Pre-calculated index variables
- Open text verbatim responses
- Non-analytical data e.g. name and address, customer ID
- Dates

### Other database features

- Multiple study weights
- Pre-defined bases for filtered questions
- No limit on the size of database
- Extremely compact format

### Question selection

- Select any number of questions for your row and column axes
- Subset editor allows you to only see the responses you want for each question
- Find your questions and responses quickly via the search function

### Recodes

- Aggregate question responses using the recode editor and automatically apply them to similar questions
- Handle tracker surveys or merge together similar studies easily using the recode editor's intelligent cross-study mapping facility

### Time series and multi market analysis

- Simultaneously analyze multiple studies for time series or multi-market analysis
- Combine different datasets into a single consolidated study
- Questionnaire changes are automatically highlighted using a "traffic light" system
- Question response changes easily accommodated via the recode function

### Filtering

- Filter your analysis based on the responses of up to 26 questions
- Link filter questions using Boolean AND, OR and NOT operators, together with bracketing
- Filter intelligently on multiple response questions—choose between 'all', 'any' or 'at least *n* answers given' when selecting

### 2D and 3D cross-tabs

- Add a third dimension to your tables, to show another question or, if combining studies, each study
- Calculate results across multiple spreadsheet pages

### Data formatting

- Pull-down menu of preset and user-defined data display formats
- Create and save your own data display formats via the Format Style Editor using the following elements:
  - » Weighted and unweighted counts
  - » Row or column percentage, sample and/or subset base
  - » Unweighted/weighted sample/subset/subset remainder totals
  - » Formatted sample/subset/subset-remainder totals
  - » Percentage of total sample/subset (the whole displayed spreadsheet)
  - » Maximum and minimum
  - » Upper and lower quartiles
  - » Top and bottom box
  - » Mean, median and standard deviation
  - » Chi-squared, T-Stat (equal or unequal variance), Z-Score
  - » Significance test for percentage or means
  - » Response weighted sum—for tally/visit counts
  - » Column variance and index

### Question building

- Create new questions or derived variables using the responses from existing questions (e.g. to define a life-cycle profile from demographics or a segmentation model from behavior)
- Save and apply these rules to other surveys

### Cluster analysis

- Run k-means cluster analysis to gain a different perspective on your data
- Save your cluster analysis as a new question

### Saving and exporting

- Save your queries, recodes and user-defined questions and share them with other mTAB users
- mSLICE module allows custom exports to SAS/SPSS

### Help features

- Comprehensive mTAB Help in the software
- Project-specific "Database help" providing key background information for the survey
- Electronic copy of the survey questionnaire