



Automated reporting does not have to mean compromising on quality!

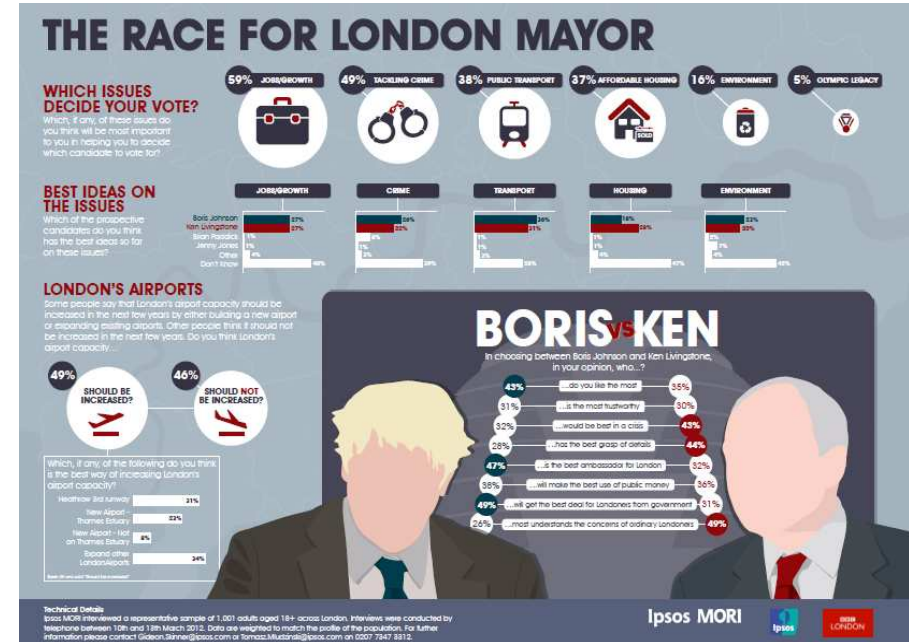
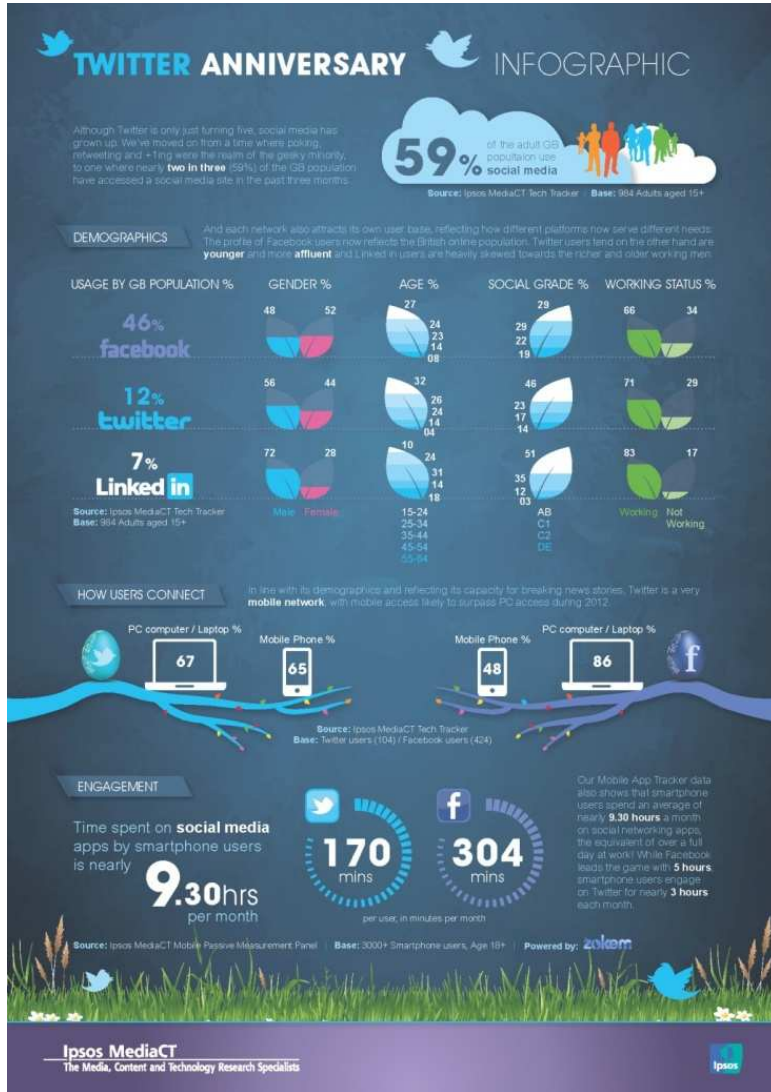
Dean Crawley – Manager, Ipsos MORI Data Delivery

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Ipsos MORI



What we'd like to send every client



“*No point in trying to deliver Rolls Royces when the client is only paying for a BMW – we’ll go bust.*”

Ben Page CEO Ipsos MORI



How we do what we do

Data Delivery come to the fore when mass reporting is needed rather than just one deliverable and the main focus is based on the data populating the chart or table and it's accuracy.

We are well versed in the handling and transfer of survey data and we perform a comprehensive range of analytical work using the SPSS product family, Excel, and VBA.



Data
Liberation



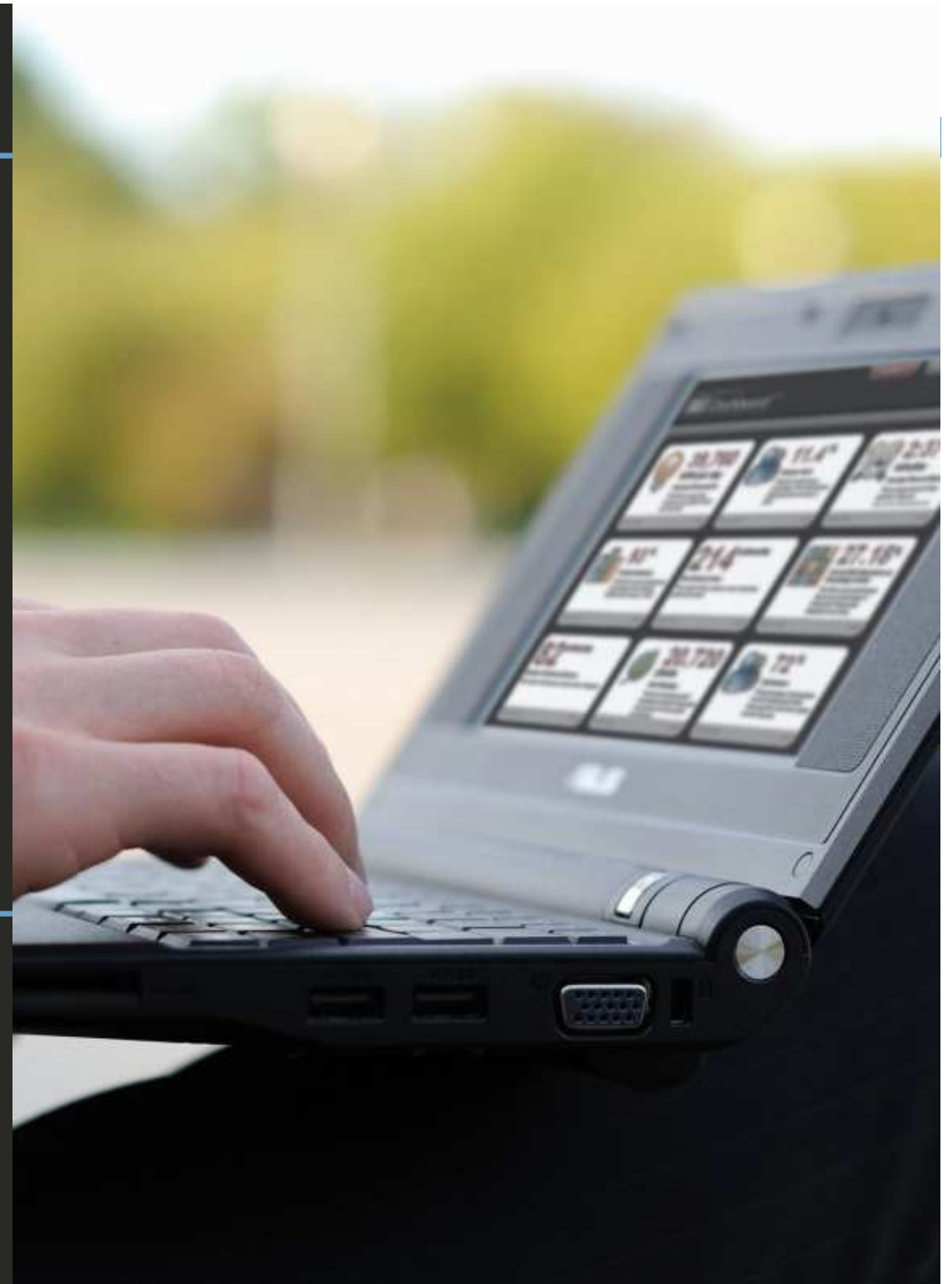
ETags Enterprise



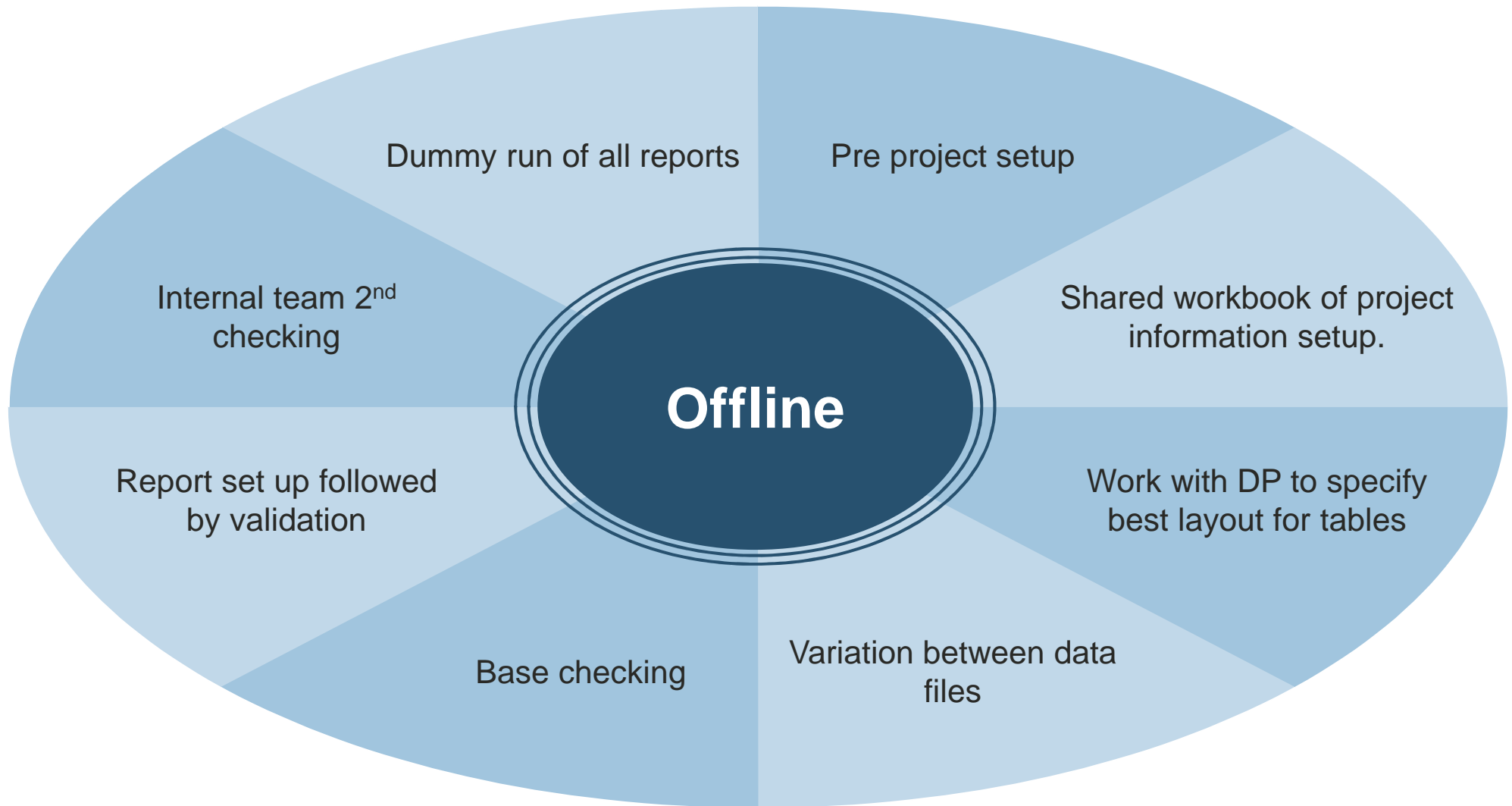
Offline Reporting

The fundamental deliverable of any Market Research project.

Data Delivery are seen as leaders within Ipsos MORI in finding and using innovative methods of mass producing reports whilst maintaining a high level of quality.



Offline Reporting – Mass production life cycle



Offline Reporting – Post production checking

Once run, we will spot check the output.

- Check for any outlying small or large size files
- Date/Time stamp of the report, is it the same time as our template?

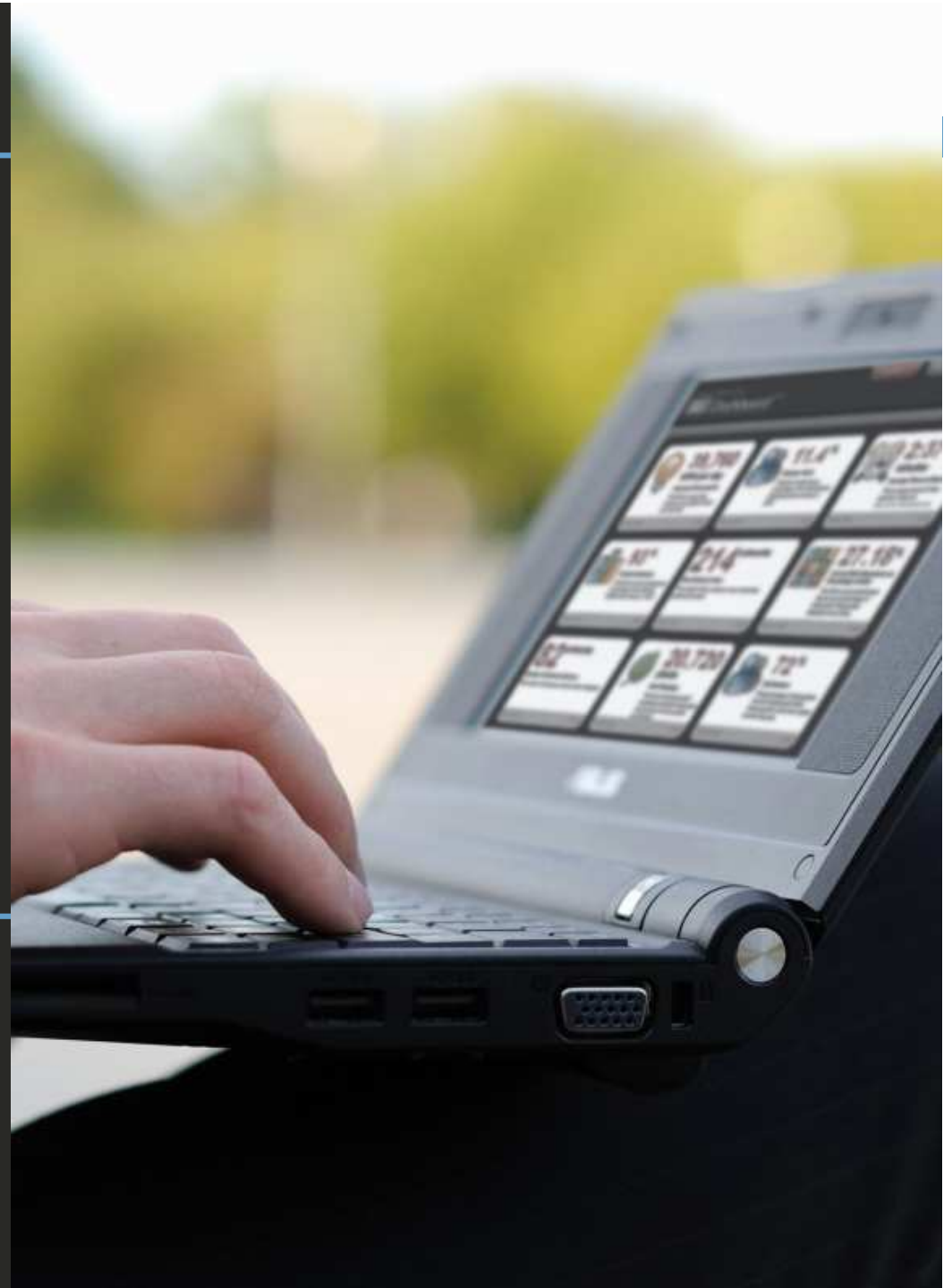
We run a standard VBA sense checking macro on all our PowerPoint deliverables;

- Checks that all locations where data should be added has been added.
 - A separate text file is generated informing of potential problems once all files have been swept.
- Removes any notes that have been left by the exec.

Online Reporting

Increasingly, clients are requesting access to their data in more interactive and useful ways than a traditional printed tables or a data file will provide. Online portals are the perfect option for this.

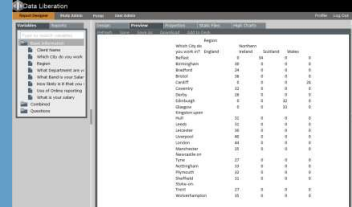
Data Delivery have used the offline ethos to approach how we produce our deliverables.



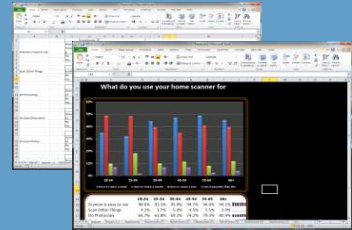
Benefits for Data Delivery;

- create a syntax macro / Excel formulae to create self generating SPSS syntax
 - Using a version of the SPSS data dictionary formatted using a VBA macro the exec can specify which questions are to be uploaded into the platform, how they are to appear and also instruct of any recoding that needs to be done.
 - Once returned a check is done on the form to determine which questions are single or multi code.
- report templates pulled ‘off the shelf’
- style scripting to create ‘unique sites’
- data prep fully done ‘in house’
- bringing client expectations from offline to online


Start with simple crosstab



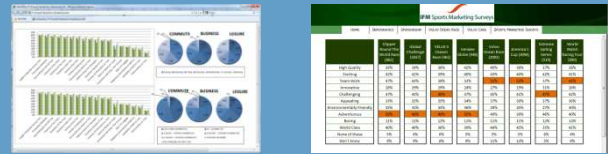
Use Excel to create the style



Outputs

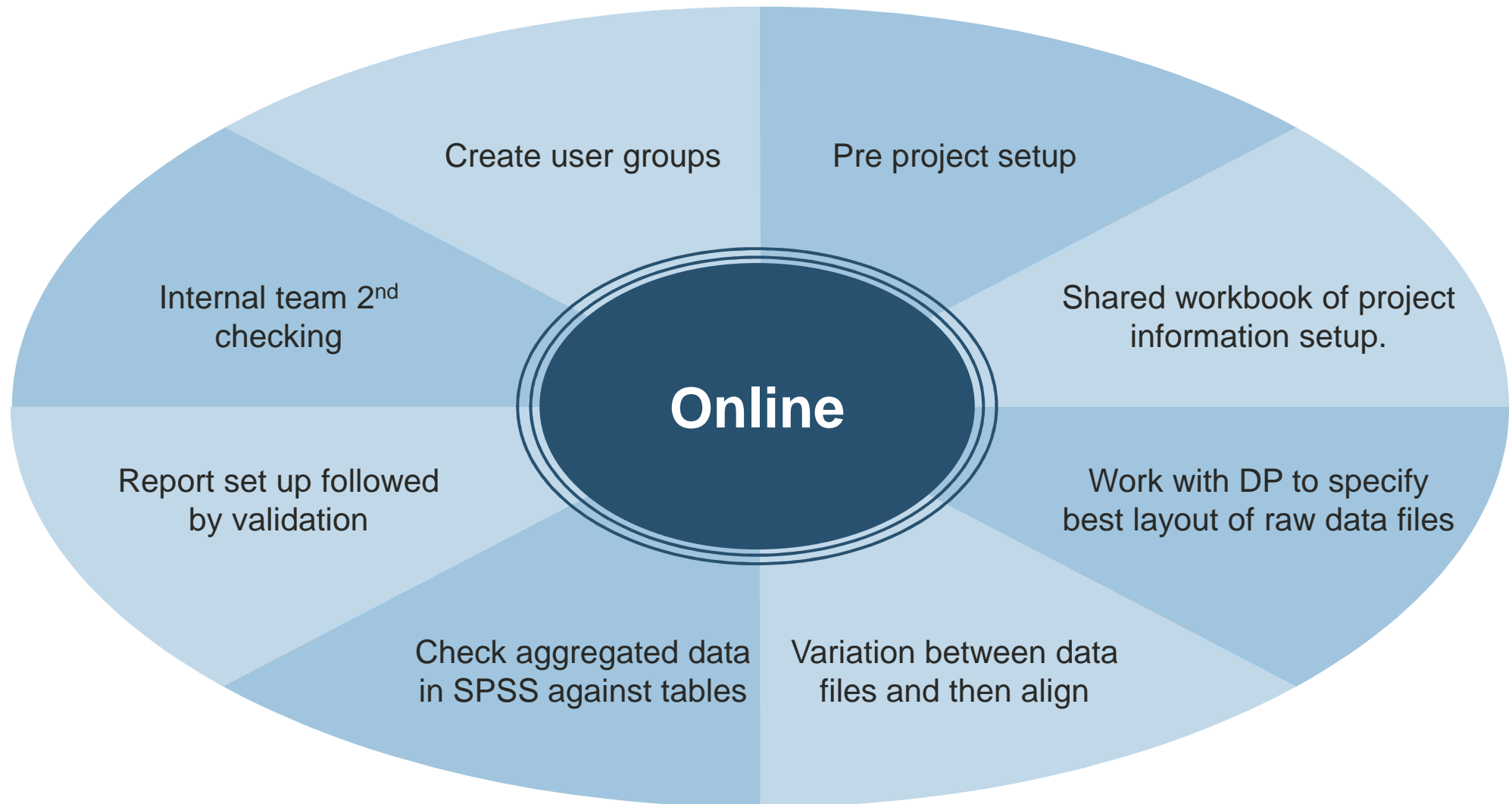


Example outputs



Online Reporting – It's not too different to offline!

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Case Studies



THE GP PATIENT SURVEY



Preparation



THE GP PATIENT SURVEY

- Data prepared for Online and Offline reporting in SPSS using Syntax.
- Data Tables exported for E-Tabs Enterprise automated reporting.



- DP stage is coordinated between project team, Data Delivery and Data Processing.
 - Excel workbooks are run through preparation macros by Data Delivery.
 - Data Processing use the output produce specific tables for the automation side of the job.

Offline Reporting



- Excel to format data layout.
- VBA macros used to format reports.
- Involvement in template design.

THE GP PATIENT SURVEY

- SPSS used to clean data.
- 8000+ reports – check file size.
- PDF VBA macro.



- VBA macro to create source file.
- Report checking – rule validation.

Online Reporting



- Data Liberation Instant Intelligence Reporting used to “drill” into Key Indicators.
 - Displays engagement profiling
 - Graphical interpretation of data
 - Standard crosstab analysis



- Delivered as a platform to incorporate a number of Ipsos Shell projects
- Customised landing pages and portals developed to allow users to browse effortlessly between studies
- Portals feature same functionality as BA



Thank you

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