



+ Administration

MarketSight®

Navigator

Variables

Banners

Analyses

Options

Common Questions

- What are the Common Activities in MarketSight®?
- What are Shortcuts?
- What are Groups and Permissions within MarketSight®?

Select a Dataset

To get started, Select a Dataset. You will then return to this page to pick an activity below.

[SELECT DATASET](#)

Common Activities

- ▶ Upload a Dataset
- ▶ Work with Variables
- ▶ Create a Banner
- ▶ View Existing Banners
- ▶ Create an Analysis
- ▶ View Existing Analyses

Personal Shortcuts

You have no Shortcuts.

Group Shortcuts

You have no Shortcuts.

Learn More...

**Online Training**

What's New...

- New MarketSight Product Editions
- New Market Research Portal Feature
- Completely Redesigned Navigator
- New Analysis & Banner Designer

Resources...

Support:

- [Helpful Tips](#)
- [Frequently Asked Questions](#)

Data Analysis:

- [Statistics Glossary](#)
- [Concept Map](#)

Data Preparation:

- [Data Preparation Guides](#)
- [Dataset Labeling Workbook](#)