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New Web-based Data Analysis Tool from Monitor

Monitor Software, a division of Cambridge, Mass., consulting firm the Monitor Group, has introduced MarketSight[®], a Web-based application that is designed to streamline the research analysis process by allowing non-technical business users, as well as professional researchers and statisticians, to slice and dice data in real time. It runs applicable statistical tests and codes results to draw user attention to interesting and statistically valid trends in the data. MarketSight offers online charting for viewing results in graphical form. Charts can be exported to applications such as Microsoft PowerPoint[®]. MarketSight is available as a hosted or installed application and uses a Web-based architecture to facilitate collaboration and sharing of research data and analysis. For more information visit www.marketsight.com.

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