

Easy and powerful data visualization and reporting for researchers and data analysts



MarketSight® is an intuitive data analysis and visualization platform for creating crosstabs, running [statistical tests](#), and creating interactive charts and dashboards. MarketSight supports all leading survey data formats and provides industry-leading integration with PowerPoint and Excel so that you can turn projects around quickly, save time, and provide presentation-ready results to your colleagues and clients.

Easy-to-use and learn

MarketSight was designed to be easy-to-use and streamlines the entire data analysis process. Our extensive library of online training videos, covering every aspect of the product, guides you every step of the way. We also offer in-app Guided Tours that walk you through any of the workflows within the application.

Work with any dataset from any survey tool

MarketSight supports all the leading data formats, including SPSS, SAS, Triple-S, and Excel. MarketSight also integrates with some of the leading survey tools to automate the data import process with [DataSync](#), so you'll always have timely feedback on survey results. You can import a dataset in seconds as well as edit raw data using MarketSight's drag-and-drop interface.

Access your research from anywhere in the world

MarketSight is 100% web-based, which means you can access your data from anywhere around the world with a web browser. Use MarketSight on your laptop or tablet to view crosstabs, charts, and dashboards.

Spend 3 minutes instead of 3 hours

Within minutes, you can upload a dataset, run a crosstab, and create compelling charts and dashboards to view and share online, or export as a native PowerPoint object with live data backing it. You can also easily create custom PowerPoint Templates to use when exporting so that presentations generated by MarketSight will contain your branding, formatting, and color palette.

Watch this [video](#) to see MarketSight in action!

Run stat tests automatically

With MarketSight, you don't need to be a statistics expert. The software automatically selects the right statistical tests for you when generating your crosstab, and can show the actual test selected and calculated p-value. MarketSight even color codes areas of statistical significance, so you can immediately focus on those insights. Even if you're a statistics expert, you will appreciate the ease of use and flexibility that MarketSight offers, with the ability to drill down and set more advanced statistical options.

MarketSight Advantages

Integrate

- Supports all leading data formats:
 - ✓ SPSS
 - ✓ SAS
 - ✓ Triple-S
 - ✓ Excel
- Integrates with leading survey tools
 - ✓ SurveyMonkey
 - ✓ Qualtrics
 - ✓ Conformit
 - ✓ CMIX
 - ✓ Google Surveys
- Full data editing tools

Analyze

- Create crosstabs in seconds
- Automatic statistical significance test selection
- Run R-scripts for deeper analysis

Visualize

- Create interactive charts and dashboards
- Export charts and dashboards to custom PowerPoint templates
- Sync data and charts in existing PowerPoint presentations

Share

- Secure, online collaboration with colleagues and clients
- Set permissions and choose who sees your work

Support & Training

- Free phone and email support
- Extensive library of online training videos
- Custom training sessions available

Technology

- 100% web-based
- Hosted or On-Premise

Tracking studies and preliminary reports updated with a single click

Many research projects include tracking studies, where data is updated on a quarterly or more frequent basis. That means you typically need to recreate all of your charts, and export them to your original PowerPoint presentation whenever new data comes in. With MarketSight's [ChartSync](#) feature, you can update all of the charts and data within an existing PowerPoint with just one click. This feature, part of our Enterprise Edition, saves our users a significant amount of time, and can also be used when you need to update a preliminary report based on early field results.

Collaborate online with colleagues and clients in the office or around the globe

Today's research teams can be located around the globe and need ways to effectively collaborate to keep projects moving. Using MarketSight, teams can work together online to analyze data, create charts, and work on reports. Data can even be shared among users and non-users through MarketSight Key Findings, which provides a safe, secure portal to publish crosstabs, charts, [dashboards](#), and reports to share with colleagues and clients around the globe. Viewers do not need to be full access users in order to use Key Findings – these are free view-only seats. Key Findings can be branded with your company's logo, colors, and unique URL as part of our Enterprise edition.

Our professional services are designed to help you make the most of the MarketSight solution

Our [Dashboard Design Studio](#) offers a range of services, including data preparation, content strategy, graphic design, hosting and maintenance. Our data and design experts will take your results and create a customized, interactive dashboard that tells the story behind your data.

Thousands of researchers from individual consultants, corporate research departments, and large global enterprises use MarketSight's data analysis and visualization platform to save time and focus on their findings and recommendations. Start your free trial today to learn how MarketSight can help you and your organization.



Find Out More about MarketSight

- Contact us to schedule a private web demo at sales@marketsight.com
- Start a 30-day [Free Trial](#)
- Visit our [Website](#)

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