Specialist Data Analysis And Reporting Services Brought Down To Size

Contributed by We Work With Data
Monday, 15 November 2010
Last Updated Thursday, 18 November 2010

Specialist statistical analysis services which enable accurate market modelling and market sizing â€“ tools used by major global corporations - are now being made more accessible to smaller enterprises through a new partnership of UK industry experts.

The team at Folkestone-based We Work With Data has joined forces with another Kent company, Gary Bennettâ€™s Logit Research, of Sevenoaks, to offer techniques such as Max-Diff Analysis and Conjoint Analysis to help even boutique sized companies undertake exercises to better understand their UK and international market environments.

Not only that, as the authors of the technology behind software that enables survey results to be â€˜exportedâ€™ or dropped into PowerPoint presentation format, We Work With Data is promising to present results in new and interesting ways to enable decision makers to better engage with their findings.
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Says Steve Taylor, Managing Director of We Work With Data:
â€œWe are very excited about the new partnership and what it enables us to deliver. My team and that based at Logit Research all have backgrounds working within leading agencies for major corporations and can now bring our expertise to the many smaller companies out there that could really benefit from the same rigorous analysis.

â€œAlthough we have expertise in getting data into PowerPoint and can provide the reporting systems used by larger agencies, weâ€™re keen to develop other ways of communicating and disseminating the findings of research. We are passionate about making results more engaging for our clients and in turn, their clients. This involves looking at moving data delivery beyond PowerPoint to give those coming to us the edge.â€•

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November 2010