Market Research Software Firm Launches New Charting Tool

Contributed by E-Tabs
Thursday, 19 September 2013

E-Tabs, the award winning provider of Market Research data visualization and automated reporting solutions, announces the launch of their new ad-hoc charting tool, E-Tabs Graphique.

Development of the software was in conjunction with market researchers through consultation and co-creation workshops to ensure the needs of the industry are adequately met. The result is a PowerPoint embedded tool which facilitates the production of charts and tables by placing all the required charting elements at the userâ€™s fingertips and within a familiar working environment. E-Tabs Graphique allows for instant visualization of research data meaning faster and more accurate charting. All outputs are in native PowerPoint and fully editable. Furthermore, additional features such as ranking and sorting, reusable data filters and chart styles and intelligent data matching means the process of creating the right visualization is quick and simple.Â Â Â Â Â â€œMarket research has been crying out for robust and easy-to-use ad hoc charting software for a long timeâ€• says Benjamin Rietti, CEO of E-Tabs. â€œBy listening to and working with researchers we have developed a tool which meets their everyday charting needs. We feel it is time the industry says NO to â€˜copy & pasteâ€™ which is exactly what E-Tabs Graphique allows you to do.â€• E-Tabs will be conducting a series of launch webinars throughout October to showcase the software. To see a list of dates and times and to register for a webinar please visit â€“ www.e-tabs.com/graphiqueFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group