

Market Research Leaders Launch TruStrata Ltd, Introducing a New Workflow for Quantitative Analysis

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Market research industry leaders Danny Sims (FMRS), Vivek Thaker and John Pitchers today announced the official launch of TruStrata Ltd, a new data and analytics consulting company built specifically for modern insight teams.

TruStrata introduces data and analytics consulting for research teams a new workflow category for quantitative analysis, enabling deeper analysis, advanced analytics, storytelling and automated infographics delivered in minutes rather than through the traditional two-week reporting cycle.

The company has been founded by a team whose combined backgrounds bridge research, data science, AI engineering and software development (60+ years' experience). Including Vivek studying Artificial Intelligence and Cognitive Science at University back in 2000-2003. A unique combination that has seamlessly merged AI and research together with real substance - enabling the development of industry leading products and consulting services by those with the specialist domain knowledge.

The ground-breaking core agentic platform: TruStatMind provides researchers with analysis and storytelling, allowing them to get to human judgement so much faster.

"The industry has reached a pivotal moment where traditional methods are simply too slow to keep pace with the growing demands. By pairing deep data expertise with transparent, agentic AI, we provide teams with advanced analytics and storytelling in minutes instead of weeks, resulting in deeper insights without ever sacrificing methodological control or data trust" said Danny Sims (FMRS), Co-Founder at TruStrata

Using the software, researchers can upload survey datasets, interrogate them using natural language, generate cross-tabs, run statistical tests, code open-ended responses, identify significant differences, build models, create visual summaries, infographics and export presentation-ready outputs. Full transparency and validation are shown at every step. Each finding is traceable to the underlying data, allowing teams to review the analysis, validate the numbers and have full trust in their outputs.

"It's abundantly clear that these packages are the most advanced in the market and they will be game changing. Really well done" COO UK Research Agency

The platforms also provide access to the full suite of statistical analysis techniques which other pieces of software do not provide.

Unlike generic technology solutions or basic co-pilots, the TruStrata platforms are purpose-built for market research. They have been carefully engineered with bespoke code and strict methodological guardrails for the industry. The platforms challenge legacy tools or products with AI bolt ons, while offering an ecosystem designed from the ground up for modern insight teams. The products have been built with social responsibility in mind - to minimise current and future carbon footprint. Further information can be found here: Social Responsibility.

"This is the best I have seen, truly impressive. Beautifully transparent, the care and attention you've taken, is clear to see" Managing Director, UK Research Agency

"This is incredibly impressive. It has the powerful ability to explore. It helps with story driven insight, and it builds trust" it visually shows you" Statistician, UK Research Agency

TruStrata is not just a software provider. Support, help and expert research consultancy are all part of the package.

The TruStrata platform ecosystem includes:

- TruStatMind: An advanced AI data analysis assistant researcher that automates end-to-end data preparation, statistical testing, modelling and report generation using natural language.
- TruVerbatim: A built-in AI tool designed to analyse, sort and code open-ended survey text at scale.
- Transition-Ready Data Tables: Integrated legacy tables that ease the shift towards agentic data interrogation.
- Automated Storytelling: Presentation-ready visual data bulletins generated instantly from the deepest insights discovered within a dataset.
- TruSynth: Synthesise diverse datasets into a single conversational layer that tests hypotheses and builds visual bulletins. To experience the new workflow or request a live demo, visit trustrata.com About TruStrata Ltd

Formed in London, England, TruStrata Ltd operates at the intersection of advanced technology, data analytics and expert consultancy. Founded by Vivek Thaker, John Pitchers and Danny Sims (FMRS), the firm provides purpose-built intelligent automation tools designed to simplify complex quantitative analysis, enabling research agencies and corporate insight teams to make faster, more confident business decisions.