BI supported analytics aids GemSeek to serve the marketing needs of a major client

" Our work with the Balkan Services team, led to a remarkably successful integration of the data, coming from a global market research for a significant international customer. This solution spared a lot of time and effort for our team and guarantees no errors in the output data. "

Petko Tinchev, Managing Partner

Gemseek is a research and analytics firm founded by former senior managers at F500 companies. Having been on the client side of the analytics industry, they understand the continuous need to drive top- and bottom line results, and the complex environment in which corporate decision making takes place.

Their insights are fact based, focused on driving growth and have quantifiable impact. They combine industry expertise, specialized customer research and quantitative analytical capabilities to create deep understanding in customer, competitor and market behavior. Moreover, the company ensures that data is unlocked, enriched and made easily available to the right people in their client's organization. Their activities are focused in the following industries – Automotive, Capital Goods, Consumer Durables, Energy, Healthcare, Lighting, Aviation and Government

Two QlikView based BI applications were developed, to cover the company needs of analytics, for one of their major customers. Each of them is specifically developed and designed to provide analytics on the data coming from 2 online questionnaires.

The first application is focused on the oral and healthcare industry, while the second is focused on the mother and child care. Both online surveys are done every 6 months, so the data is reloaded in the QlikView applications twice a year.

The oral and healthcare application provides detailed analytics on the Socio-demographics of the customer (gender, age, social class, CDI stage, regional distribution), wave information, penetration and future intentions, brand awareness and preference (against competition), brand evaluation, purchase behavior (analytics on the triggers to purchase), touch points, etc.

Special attention is paid to the customer experience, DP recommendation, purchase criteria (ease of use, quality, durability, battery life, design, price, after sales service, accessories, etc.), gift giving (against competition) and other significant KPIs. Media influence, trade up, replacement cycle and brand image are also analyzed into details.

The second application, answers the specifics of the mother and child care industry and provides analytics on the information that is actively being searched, product usage, child information, brand awareness and preference, purchase behavior, product experience statements, and many more other KPIs.

The data is imported from CSV files exported from SPSS, where the data coming from online questionnaires is initially collected.

GemSeek