Decision Analyst
Navigate The Future With Analytic Vision

The Winning Business Model

Decision Analyst delivers a synergistic blend of qualitative explorations, quantitative research, analytics, and modeling to help companies:

- Develop optimal marketing strategies.
- Build stronger brands.
- Improve product quality.
- Increase advertising effectiveness.
- Improve package communications.
- Strengthen promotional programs.
- Accelerate new product development.
- Optimize the shopping experience.
- Improve marketing and distribution systems.

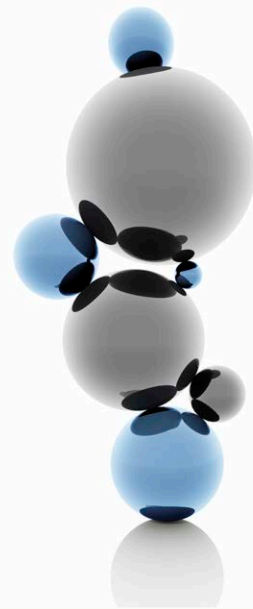The ultimate goal is to help companies build and sustain a winning business model.

Qualitative Explorations

Decision Analyst's Insights & Innovation Division brings creativity and imagination to the design of qualitative research to reveal the emotional, rational, conscious, and nonconscious forces that drive consumer decisions. Focus groups, depth interviews, forums, and ethnography are the primary data collection techniques, including in-person, telephone, Skype™, GoToMeeting™, online, and mobile. Projective techniques, semiotics, laddering, in-the-moment, and other investigative and analytical methods are used. In addition to its own qualitative staff, Decision Analyst maintains a worldwide coalition of outstanding qualitative partners. These partners provide expertise in various countries and languages, as well as expertise in different industries and product categories.

Consumer-Driven Innovation

The Insights & Innovation Division creates breakthrough new product and service ideas using its Imaginators® creativity panel of more than 2,000 innovative consumers who have been tested and trained for high levels of "idea-centric creativity" – the ability to generate large numbers of highly original ideas for:

- New products
- New services
- New customer experiences
- New positioning platforms
- New promotions
- New packaging
- New brand names
- New display and point-of-sale ideas

Decision Analyst

strategic research ■ analytics ■ modeling ■ optimization

Global Reach

Decision Analyst conducts research and analytical consulting projects in the United States, Canada, Europe, Latin America, Australia, the Middle East, and Asia. Decision Analyst has the multicultural professionals, software systems, technology infrastructure, and analytical tools to address business and marketing issues on a global scale. It maintains proprietary online panels in more than 150 different countries, as well as a network of research partners in all major countries.

DecisionSystems™

These standard systems yield more actionable results because of normative data, action standards, and analytical models:

- ConceptTest®
- Conceptor® Volumetric Forecasting
- Optima® Product Testing
- NameScreen®
- PackageTest®
- CopyTest®
- PromotionTest®
- Brand Equity Analyzer™

Advanced Analytics

Decision Analyst relies on the scientific method, experimental design, advanced analytics, and mathematical modeling to solve a range of marketing, distribution, and operational problems such as:

- Econometric Analysis and Forecasting
- New Product Sales Forecasting
- Data Science and Predictive Analytics
- Choice Modeling/Conjoint Analysis
- Market Segmentation
- Marketing Mix Modeling
- Media Mix Modeling
- Spatial Analytics/Geomapping
- Marketing Simulation
- Lifetime-Value Modeling
- Brand Equity Modeling
- Data Integration and Database Design
- Machine Learning
- Artificial Intelligence

Proprietary Worldwide Online Panels

Decision Analyst's worldwide online panels set a new standard in data quality and comparability from country to country. These double opt-in panels are recruited continuously from multiple sources and rigorously managed. Sophisticated sampling systems and processes add to survey precision. Decision Analyst's panels include:

- American Consumer Opinion®
- Contractor Advisory Board®
- Executive Advisory Board®
- Medical Advisory Board®
- Physicians Advisory Council®
- Technology Advisory Board®

The Company

Founded in 1978, Decision Analyst is one of the largest research and analytic firms in North America. The firm is privately owned by its 150 employees and serves an array of major corporations, advertising agencies, and governmental entities around the globe. The company takes pride in meeting deadlines, staying within budget, and delivering what is promised. Decision Analyst is headquartered in the Dallas/Fort Worth area.

A Spirit Of Service, A Spirit Of Caring

This creed defines how Decision Analyst treats its clients, employees, and subcontractors. We believe that a "spirit of service" and a "spirit of caring" must underlie and pervade everything we do. Service and caring are the foundations of employee teamwork, employee retention, quality assurance, and long-term relationships with clients.

Navigate The Future With Analytic Vision

It's all about the future. Decision Analyst has the people, experience, technology, systems, and analytics to help you better anticipate and navigate that future. The clock is ticking. The future is coming.

Primary Services

- Strategy Optimization
- Product Optimization
- Advertising Research
- Package Testing
- New Product Development
- Concept Testing
- Customer Experience Optimization
- Marketing Optimization

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strategic research ∎ analytics ∎ modeling ∎ optimization

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