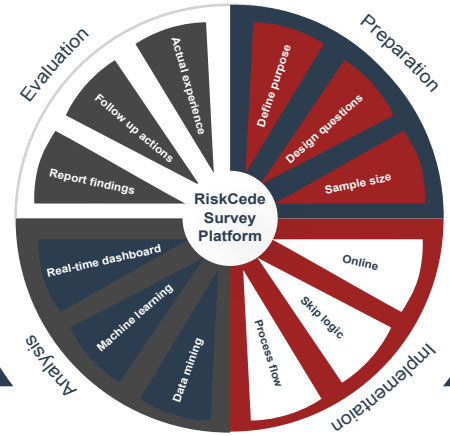




RISKCEDE SMART SURVEYS



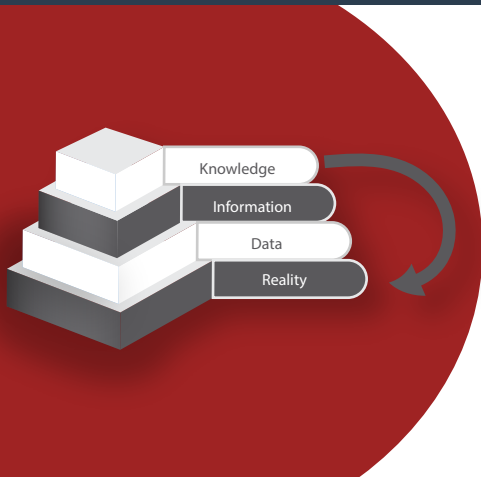
OBJECTIVE

The RiskCede survey offering aims to gather insight into user **perceptions** and predict **behaviour** based on survey data and from the correlation between responses to specific questions.

Smart Surveys is an **end to end solution** from gathering and collecting data, transforming and modelling it, preparing reports and visualising results and finally deploying output for interactive analysis.

RiskCede uses a **methodology** that integrates the question design and statistical analysis to ensure that the initial purpose of the survey is met and the results can be used to provide clearly explainable feedback.

PROCESS



PREPARATION

The most critical stage, define the purpose of the survey with the client and any necessary domain expert.
Design questions to ensure correct and unambiguous feedback

Calculate sample size and stratified audience.

IMPLEMENTATION

Deploy online for web and mobile. Smart layout, questions dependant on previous answers and analysis.

Process flow following specific outcomes.

Datamining - Descriptive statistics and correlation matrix.

Machine learning - Prediction and classification.

Realttime dashboard.

ANALYSIS

Report and present findings.

Monitor actual vs expected outcomes.

Follow up actions based on process flow.

EVALUATION

SURVEY

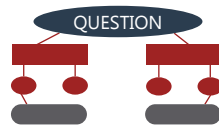
Question Design

Starting with the purpose and the ultimate goal, the right questions and right wording is used to create questions that does not lead or influence possible answers and that will provide the required information to achieve the goal.



Survey Layout

Create targeted questions and communications. Based on previous answers and analysis new questions can be added or removed in realtime while taking the survey.



Benefits

- 1 Communications
- 2 Targeted Surveys
- 3 Market Segmentation
- 4 Follow Up Actions

DATA MINING

Real-time online results

Correlation matrix

Clustering

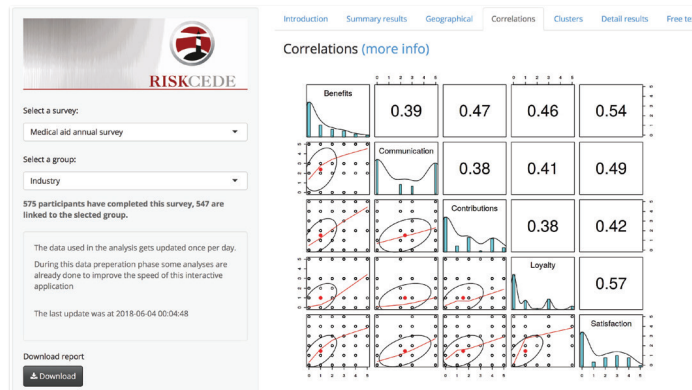
Association rules

Geo spacial analysis

Time series analysis

Machine learning

Automated reporting



Scan to experience the Survey App

