



case study

survey programming

High complexity project to merge data with more than 1000 variables into a single platform

Client overview: A full-service marketing research consultancy, providing a full range of custom qualitative and quantitative solutions.

Challenges:

- To merge the data for a project running on two different survey programming platforms (Net MR and Dimensions) and upload the entire data set into Dimensions.
- More than 1000 variables to look into
- Data structure completely different in both the versions of the data

Tools: Dimensions and SPSS

Team size: One programmer full-time

Duration of project: Approximately 75 hours with two weeks time.

Value delivered:

- Project successfully completed within the given time frame
- First-of-a-kind high complexity project involving 1000 variables and complex qualifying logic



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