

DATA PROCESSING AND OBJECTIVITY

Market Research products and services

Best Forecast is a company for statistical consulting, data collection, data processing and data analysis, offering a wide range of solutions for users and providers of market research.

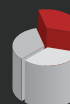
Founded in 2007, it's located in Lisbon (Portugal), but with a strong connection to its counterpart in São Paulo, currently operates throughout Latin America, USA, Canada and Europe.

Our team is composed by statistical, market research, data processing and programming professionals.

We have the know-how to organize your data, regardless of the source or format, developing methodologies and systems that optimize information processing. This way, your results will be available more quickly, giving you more time for your analysis and conclusions, thus facilitating the process of decision making.

- CAWIand CATI surveys.
- Coding and translations.
- Database conversions.
- Data tabulation.
- Statistical analysis.
- Reporting&Dashboards.

Are some of the tasks within our competences, were we can help you.



Best Forecast Europe can...

Organize your data making them readable and easily interpretable, are basic parameters for an efficient analysis.

Apply your survey by phone, on the Internet or via Tablet.

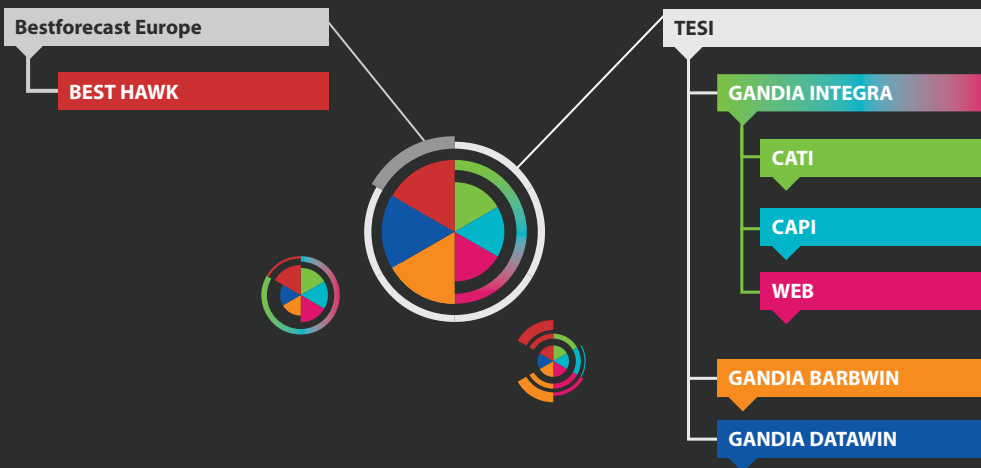
Provide intuitive statistical systems for data analysis.



Specialized in:

- Databaseprocessing
- Web orPhonesurveys
- Data-entry
- Data-cleaningandconversion
- Data processing
- Multivariateanalysis
- Reporting
- Data analysisestatísticos

PRODUCTS:



Advantages:

- Know-How
- Speed
- Resource Optimization
- Availability of technical resources

Services:

Statistical Consulting:

Time Series Models (sales, forecasting and market share), Factor Analysis, Correspondence Analysis, Cluster and Segmentation Analysis, Conjoint Analysis and more...

Market Research and Consulting:

Sample design, questionnaires setup, data entry, Web surveys, CATI surveys, report automation and data analysis.

Data collection systems:

CATI, CAPI, CAWI, Mobinet (for mobile devices) or multimode surveys.

Data Entry and Data Cleaning:

Data entry performed by software created specifically for better speed and consistency of the collected data. After data-entry comes validation and quality control in accordance with the defined clearance rules.

Data Processing:

Specialized in processing statistical information and marketing, we conduct several standardization tasks, formatting and data processing, to create outputs in electronic format. We use different methodologies for data organization, regardless of the source to Ad-hoc studies as well as tracking processes.

Tabulation and data processing:

The tabulation process of market research and opinion, must meet very specific criteria according to the study objective. Is not enough having a software that enables the delivery of results, but it is necessary that the person who produces this results, have a logical reasoning, in order to assess the consistency of the information obtained.

Statistical Analysis:

With the results obtained and by applying several multivariate statistical techniques, we achieve a more objective analysis of information. We put the experience of our professionals to better service our customers, working together to add value to processed data.

Reporting:

After the different analysis are carried out, it is necessary to create conditions for the processed information so it can be presented in a clear and objective manner. In order to facilitate this reading, we have developed some tools to automate the reporting process, allowing for the data analysis to be carried out with greater accuracy and speed, avoiding the laborious tasks of data processing.

Market Investigation Software:

Obtaining information quickly and easy from each survey, provide the means to cross tab any question, apply filters and bases, create brand map charts, regressions, save your tabs in PowerPoint presentations and Excel tables, among others.

Contacts:

Europe:



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SERVICES:



Data-entry

- Survey questionnaires
- Forms
- Marketing campaigns

Database cleaning

- Validation
- Data normalization
- Unduplication
- Coding

Tabulation

- Univariate
- Bi-variate
- Means, Standard deviation, Median, Chi and more...

Statistical Analysis and Consulting

- Samples
- Statistical models
- Regression analysis
- Correlation analysis
- Cluster and segmentation
- Factor analysis
- Correspondence analysis
- Conjoint analysis
- Full profile
- Trade-off

Reporting

- Analysis reports

