

Case Study : Data Processing

The Objective

- Monitoring the Credit card usage of panel members
- Identifying the area / category of Credit card usage
- Monitoring the expenses on the credit cards
- As this was tracker study, every month, there were changes in credit card schemes in the survey



The Solution

- Data merging on the same respondents for several months
- Data cleansing & reporting errors in Quantum
- Calculations on category share and Brands of Credit card share
- Data reporting in SPSS / Quantum at different levels
- Special kind of PDF formatting provided for the base less than 15

The Benefits Achieved

- Met client's expectation in delivering output in PDF format
- High quality outputs, with handling credit card scheme changes every month

About Us

exëvo is a Knowledge Process Outsourcing firm that specializes in helping Market Research organizations globally with their end-to-end research and support processes. exëvo was founded in 2002 and is headquartered in New York, with offices in London, and delivery facilities in New Delhi, India. The company is privately held by strategic investors as well an executive team with extensive international business experience in offshore outsourcing. exëvo currently services two dozen clients across North America, Europe and Asia.

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