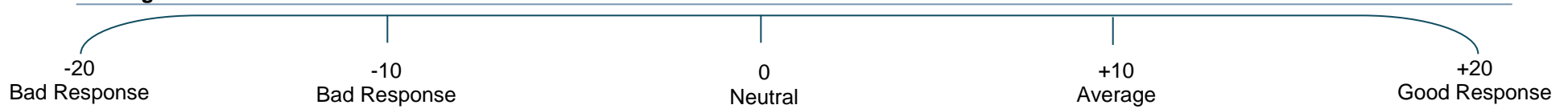


Scorecard Analysis

Scorecard Example

- We use score card mechanism to check the consistency of responses from panelists and ensure high quality of data
- Scores are assigned on the scale of -20 to +20 i.e. a panelists can score minimum -20 and maximum +20
- Negative scores are assigned to the panelists who provide bad responses
- Positive scores are assigned to the panelists who provide good responses
- To maintain consistency of quality over a longer period of time, we follow “Floating score” calculation method in which we check the score of each panelist based on last six surveys he participated
- If a panelist score more than 100 in his latest six surveys then he is considered as elite panelist and if a panelist score -40 in his latest six surveys then he is considered junk panelist and immediately removed out from the panel
- Even if a panelist score -20 in two consecutive surveys then also he is considered junk panelists and removed out from the panel
- Scores are calculated on latest six surveys participation as it ensures that quality is consistently maintained based on recent surveys
- There are few variables which affects the scoring parameter as:
 - Type of survey (e.g. B2B or B2C)
 - In-depth interviews
 - Length of interviews
 - Topic of discussion
 - Questionnaire design and flow etc
- Few examples of scoring parameter:
 - Survey completion time
 - Don't know percentage
 - Open-end responses
 - Trap questions
 - Pattern analysis
 - Missing questions percentage

Scoring Scale



Scorecard Example

Scoring Parameters	Respondent 1	Respondent 2	Respondent 3
Survey Completion Time	3	4	-4
Don't Know %	-1	4	-4
Open-end Responses	4	4	-4
Pattern Analysis	2	4	-4
Trap Questions	-1	4	-4
Total Score	8	20	-20

Scoring Pyramid

