

From research on statistical needs to the genesis of a new research ecosystem: the case of StatsHub.com

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Intro

- 3 types of statistical analyses:
 - Descriptive: compute the numbers
 - Inferential: test for differences & relationships
 - Models: get the most out of data
- Most people use sample data: numbers are not sufficient
- Nearly all eSurvey platforms offer descriptive analyses only...

Intro

- If not used frequently: knowledge on tests and methods vanishes fast
- So real valid information which is key for supporting business decisions is seldom used
- Mission is to empower all people with such data
- Key words : errorfree, easy, graphical, fast

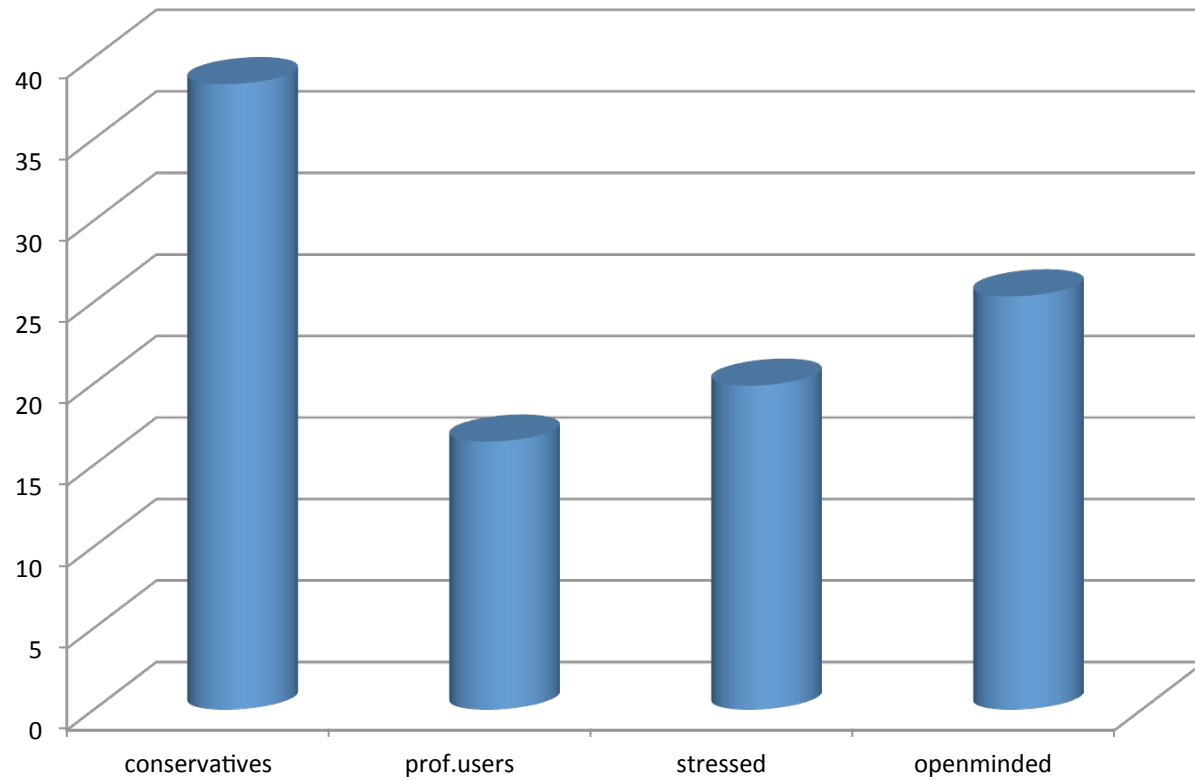
Research on needs:

% YES

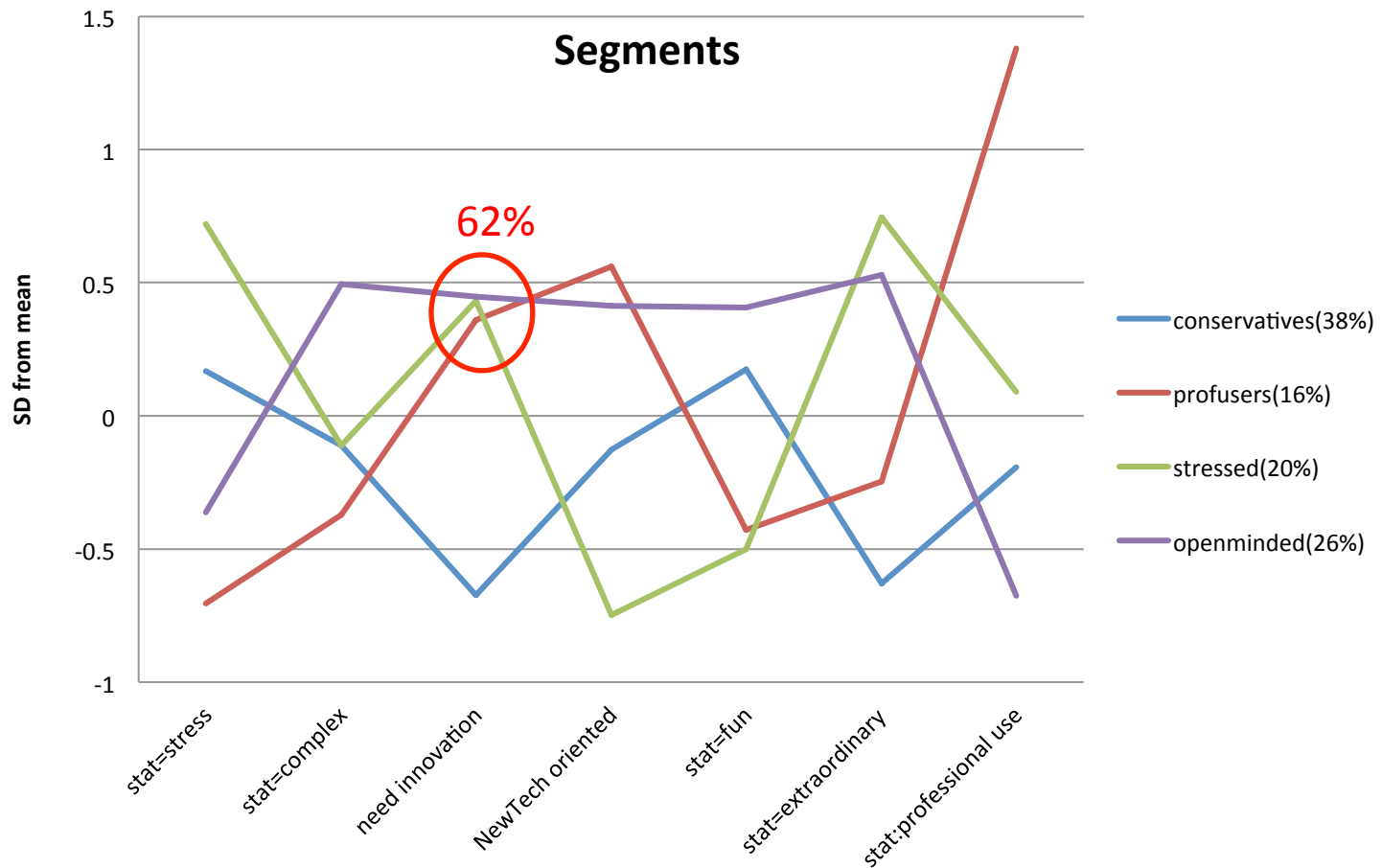


N=161 managers using statistical methods

4 groups emerge:



With different characteristics indeed:



First test-platform

- System interpretes significance of results
- Strong focus on graphics
- 3 level data architecture : items>facets>concepts
- Cloud based

- Positive user reactions
- Users in gov, academics, companies, consultants

First test-platform

demo - Microsoft Internet Explorer

Adres <http://www.kpiware.com/analyser/>

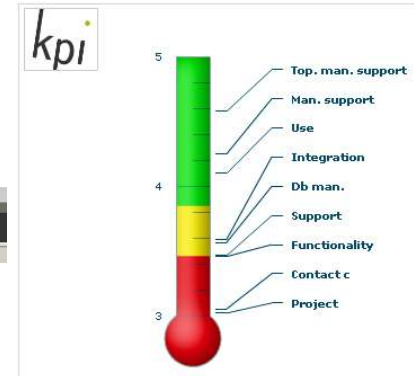
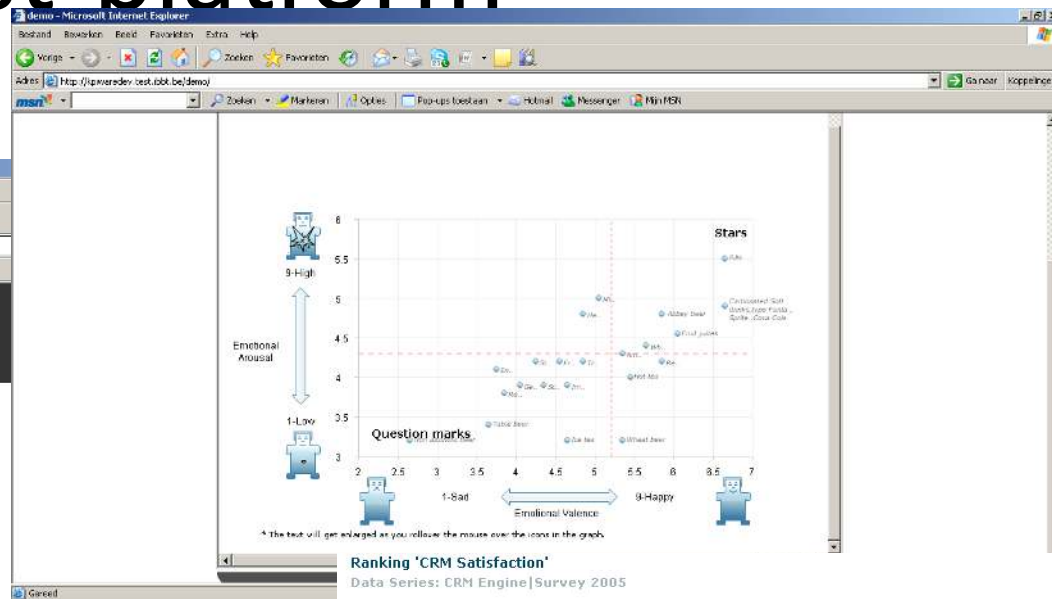
msn

Next Generation Research Solutions

kpi ware.com

Select dataserie View Questioonn Sample Analysis KPI Analysis Factor Analysis Item Analysis

	Count = Fij	22	8	1	0	91
Disagree	% within Variable2	71.0%	25.8%	3.2%	0.0%	100.0%
	% within Dimension1	7.4%	9.5%	1.7%	0.0%	6.9%
	Expected count = Fij*	20.2	5.7	3.9	1.2	N/A
	Residual = Fij - Fij*	1.8	2.3	-2.9	-1.2	N/A
	Std. Residual	0.4	1.0	-1.5	-1.1	N/A
Rather Disagree	Count = Fij	42	6	4	1	53
	% within Variable2	79.2%	11.3%	7.5%	1.9%	100.0%
	% within Dimension1	14.1%	7.1%	6.9%	5.6%	11.6%
	Expected count = Fij*	34.5	9.7	6.7	2.1	N/A
	Residual = Fij - Fij*	7.5	-3.7	-2.7	-1.1	N/A
	Std. Residual	1.3	-1.2	-1.0	-0.8	N/A
Rather Agree	Count = Fij	91	26	15	2	134
	% within Variable2	67.9%	19.4%	11.2%	1.5%	100.0%
	% within Dimension1	30.5%	31.0%	25.9%	11.1%	29.3%
	Expected count = Fij*	87.2	24.6	17.0	5.3	N/A
	Residual = Fij - Fij*	3.8	1.4	-2.0	-3.3	N/A
	Std. Residual	0.4	0.3	-0.5	-1.4	N/A
Agree	Count = Fij	24	24	20	8	132
	% within Variable2	60.6%	18.2%	15.2%	6.1%	100.0%
	% within Dimension1	26.8%	28.6%	34.5%	44.4%	28.8%
	Expected count = Fij*	85.9	24.2	16.7	5.2	N/A
	Residual = Fij - Fij*	-5.9	-0.2	3.3	2.8	N/A
	Std. Residual	-0.6	-0.0	0.8	1.2	N/A
Fully agree	Count = Fij	54	17	18	7	96
	% within Variable2	56.3%	17.7%	18.8%	7.3%	100.0%
	% within Dimension1	18.1%	20.2%	31.0%	38.9%	21.0%
	Expected count = Fij*	62.5	17.6	12.2	3.8	N/A
	Residual = Fij - Fij*	-8.5	-0.6	5.8	3.2	N/A
	Std. Residual	-1.1	-0.1	1.7	1.7	N/A
TOTAL:	Count = Fij	298	84	58	18	458
	% within Variable2	100.0%	100.0%	100.0%	100.0%	100.0%



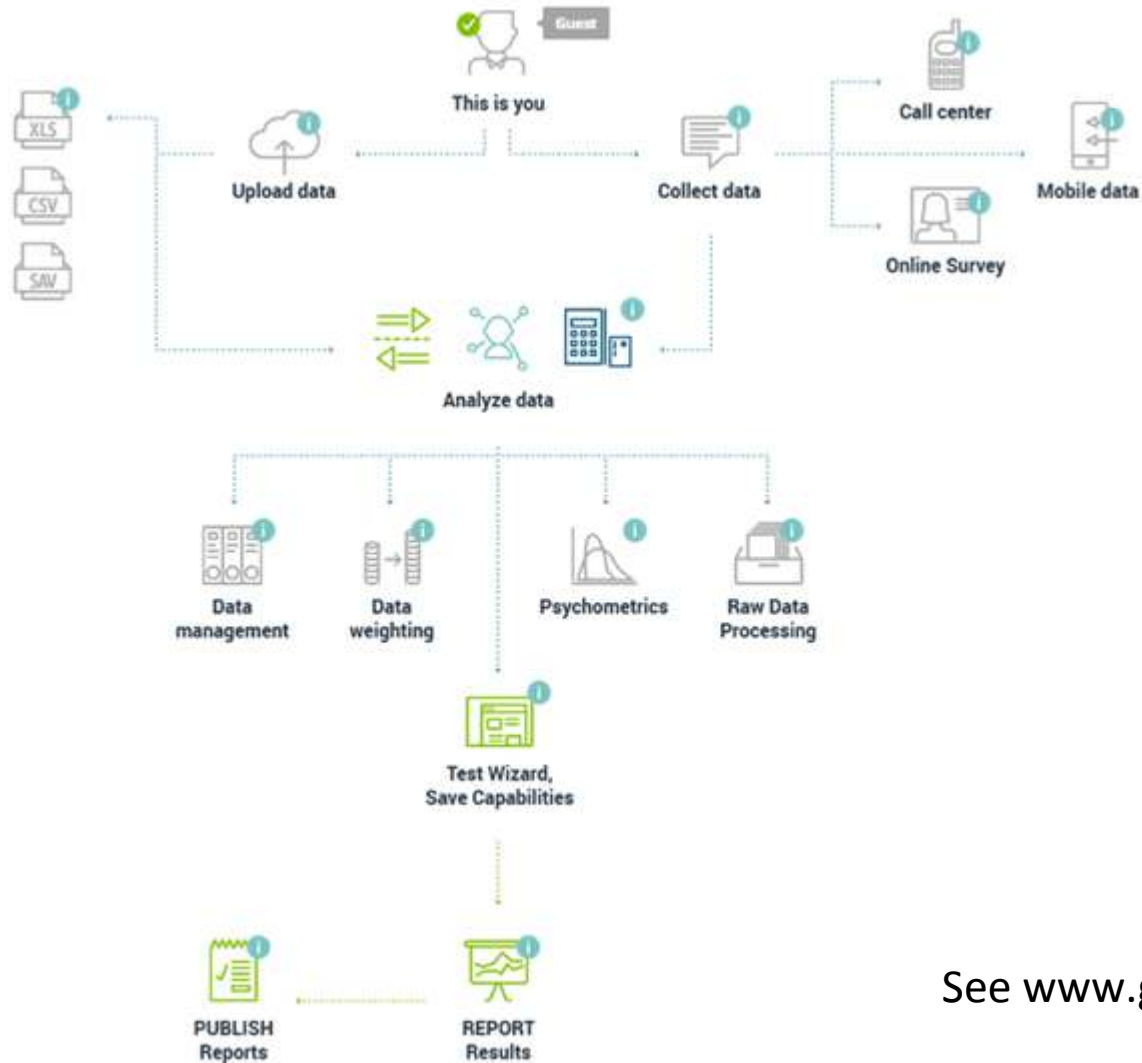
First test-platform

- Premium with 2 payment plans
- Lots of SEO & google ads
- Many reactions to premium but no conversion...
- Need for deeper analysis of user experience

First test-platform

- Still too statistical eg ‘regression’, ‘chi2-test’
- People refuse to do manipulations to upload data, even if the analysis goes super fast afterwards
- System is not open enough
- Need for total integration
 - Upload of existing datafiles (eg SPSS)
 - Survey creation & distribution seamless to analysis & reporting

Ambition 2.0



See www.getstatshub.com

Features



Intuitive interface

StatsHub will be powered by an intuitive interface that will enable users to easily manage both simple and complex research projects. Our intuitive wizard will guide you safely through all the setup steps with little hassle and no headaches.



Self-service platform

StatsHub will be a fully self-service platform: our users will be able to create accounts, collect their data, analyse it and access the data reporting module on their own, anytime, anywhere. All they need is access to a browser and an exciting research project.



Open to 3rd party connections

We are not building StatsHub to be a closed platform – we definitely do not want to lock our users in. To that end, we're already partnering with complementary industry players – such as survey development companies – to integrate our solutions and create a complete ecosystem.



Flexible data collection

StatsHub users will be able to collect their own data by creating & deploying surveys, or else upload data already collected and formatted in a number of formats. First on our list are .xlsx and .csv.



100% statistically sound data analysis

With StatsHub, your data analysis is guaranteed to be 100% statistically accurate. Our platform uses a powerful wizard which ensures that the correct test type or analysis is chosen based on the types of variables selected by the user.



Powerful data reporting

StatsHub allows users to merge results coming from multiple sources (test runs) and combine them into one aggregated dashboard page. This way, you can have increased visibility into your data and really see the big picture when it comes to making your business decisions.

The time is now : esomar

- Need for automated smart reporting
- Survey is used by 100M people
- Survey + Big data = total picture
- Move to micro surveys 'on spot' through mobile with location info
- StatsHub wizard opens new world to non experts empowering them with 100% correct info

New challenges

- Find the right investors
- Create a brand
- Onboard companies, people, communities
- Build partnerships
- Pick the right geographical area's
- Build what is needed: listen to the audience