



AskiaAnalyse Features

OVERVIEW

Askiaanalyse is our desktop analysis software designed specifically for Market Research data. It's easy to get started with no programming skills required, produce simple or complex tables quickly and save time using libraries and templates. Perform complex analyses using an app that is fully integrated with Askia's other survey software applications (Design & Field) and open to other industry formats (XLS, SSS, SPSS).

When it comes to analysing your survey data, you don't need to be a programmer or have to wait for one to help you:

- Drag & drop questions
- Choose the output format
- Obtain results and professional looking tables in seconds

If you're an expert that you'll find askianalyse was built for you:

- Handle large volumes of data at speed
- Perform complex analyses with ease
- Advanced scripting for powerful data analysis
- Save time with our fully customisable portfolios

KEY FEATURES

Tables

- Three dimensions - rows, columns & edges
- Run batches of tables
- Banners of multiple questions
- Sorting & custom suppression
- Conditional formatting
- Netting/Grouping options
- Cloning of tables
- Automatic table title creation
- Multilevel management
- Significance test
- Post aggregation table manipulation
- Can work with inverted data for very fast aggregations

Cell Control

- Multiple statistics per cell
- Choose font, colours, etc.
- Weighted or unweighted
- Hide cells
- Low base suppression (*not only on cell*)
- Choose universe (question base, answering base, etc.)
- All savable in templates

Exports

- Smart table exports to MS Office using MS Objects, table of contents generation, base info, pagination, etc.:
 - Excel
 - Word
 - PowerPoint
- Data export to
 - Excel
 - Tab delimited ASCII
 - TabsML

Charts

- Column charts
 - Clustered
 - Stacked
- Bar charts
 - Clustered
 - Stacked

- Line charts
- Pie charts
- Area
- Doughnut
- Radar

Data Processing

- Create weights
 - Nested weights
 - Rim weights
 - Pre-weights
- Create new variables
- Use DP scripting to clean and manipulate survey variables
- Convert data types

Filters

- Apply multiple filters to one or more tables
- Create simple filters using a GUI
- Create advanced logic filters with scripting

Multivariate Analysis

- Specificities
- Typology
- Linear Regression
- Principal components analysis

Table Statistics

- Counts
- % Across
- % Down,
- % Overall
- Mean
- Standard Deviation
- Min
- Max
- Significance
- Counts when independent
- Test value
- Affinity Index
- Col Sig
- Row Sig
- Z-score
- Effective Base
- Mention Rate
- Number of DKs
- Sum
- Standard Error
- CI on mean
- Variance
- Median
- Mode
- Percentile
- Arithmetic calculation

Text Analytics

- Word Clouds
- Dictionary
- Repeated Segments
- Specificities

Data

- Can link to live data sources
- Can invert the data (which creates separate data tables for each variable, which enables extremely fast aggregation)
- Supports hierarchical data (levels)
- Supports grids/loops
- Supports multi coded variables
- Supports weighted and unweighted data
- SPSS data files
- Triple S XML
- Excel & CSV files
- IBM SPSS Dimensions
- Works with very large data files

System

- Multi-threaded aggregation
- 32 and 64-bit versions