# Powerful Analysis and Reporting

We understand that data analysis can be daunting, even for experienced researchers. Developed with feedback from our users, and in close collaboration with our expert research team, Snap Survey Software includes innovative reporting and analysis tools that help you get the insight you need.

**Survey Reports** – Deliver key insights to your organization or clients. View a results summary and generate dynamic, repeatable Smart Reports – updated in real time.

**Analysis Tools** – Evaluate and explore your data, and use the pre-built chart styles to present results clearly.

**Statistical Analysis** – Identify patterns and trends in survey responses. Includes descriptive (e.g. mean, mode, standard deviation) and multivariate statistics (cluster and factor analysis), as well as significance testing (t-test, z-test).

**Your areas of highest satisfac**

⬆ Technical skills of the dentist (73%
⬆ Good pain control (72% very satisf
⬆ Convenient appointments (72% ve

**Your areas of lowest satisfact**

⬇ Value for money (30% very satisfie
⬇ Quality of advice offered to patients
⬇ Treatments to ensure teeth and gu

**The areas most important to y**

➡ Technical skills of the dentist (94%
➡ Treatments to solve dental problen
➡ Dentist's level of care and attention

## Survey Reports

Get a head start on your analysis with our instant reports, automatically updated with new replies and available online for easy sharing.

Start your analysis with a **Questionnaire Report** – a top-level summary of survey results:

- View your questionnaire, overlaid with survey results. Data can be displayed as counts, percents, or both.
- Apply filters to isolate replies from different groups. Choose whether to include or exclude missing groups such as non-respondents.
- A Questionnaire Report can be included as part of a more comprehensive Smart Report.

Focus on specifics with a **Summary Report** – a detailed overview of survey results:

- A bar chart, table, or list of comments for each question in the survey.
- Add further detail by including your own commentary. Reports can also be date stamped, and annotated with sample size and any applied filters.
- Add branding, for example, include images or use a preferred font.
- Apply filters to isolate replies from different groups. Choose whether to include or exclude missing groups such as non-respondents.
- A Summary Report can be included as part of a more detailed Smart Report.

With a little more time, you can create your own dynamic and repeatable Smart Reports with commentary and analysis customized specifically to the viewer.

Within a Smart Report, you can:

- Insert text and values from analyses into the commentary. For example, "The most highly rated area of service was catering with 88% of respondents rating as 'Good' or 'Very good'. This is an improvement of 6% on ratings in this area from the previous 12 months"
- Include benchmarks within analyses, based on internal, external, or historical data.

- Include a pre-written plan of action. For example, where survey results indicate the subject of the report is underperforming in particular areas, appropriate recommendations for improvement can be included in the report.
- Analyze results in context. For example, where multiple sites have been surveyed, the report can be tailored to show results for a single site compared to all other sites.
- Conditionally include analyses or commentary. For example, only show sections if enough replies are received, or if the section relates to a particular context.

Benefits of a Smart Report include:

- Automate and speed up report production. Rerun the report with content tailored to the target audience, such as for specific regions, managers, teams, or individuals.
- Consistent branding, layout, and wording.
- Guaranteed accuracy for unlimited variations. You only need to check the report once.
- Can be sold as a service to other departments and fee paying clients.
- Share Smart Reports online using the Snap WebHost service.

# Analysis Tools

Benefit fully from the time and effort invested in collecting replies. Snap's powerful analysis tools enable you to go beyond a simple overview of your survey results.

## Explore your data

### Filters

Filter responses to see how different groups answer specific questions. Filter any question or combination of questions whether qualitative or quantitative, for example:

- Males under 18 or females over 40.
- Comments including the word "recycling."
- Expenditures of $100 or more.
- Dates between 06/01/2013 and 09/25/2013.
- Responses received from online only or paper only versions of the survey.

### Derived Variables

Reorder and simplify your data. For example to:

- Categorize participants by demographics such as age, or age and gender.
- Combine answer categories, for example, 'Good' and 'Very good' responses in a rating scale can be represented in a single new category – 'Positive.'
- Categorize replies according to the year, quarter, month, week, or day of the week the reply was given.
- Categorize literal comments into groups, such as comments that include a specific word or phrase.
- Assign categories to quantity or literal comments.
- Categorize replies according to the hour, minute, or second of the day the reply was given.
- Perform calculations with survey data, such as determining current age from a given date of birth or the interval between two dates or times.

### Group Variables

Combine replies from similar questions to analyze as a whole. For example, grid questions rating aspects of service delivery, satisfaction, or importance can be summarized as a group.

## Context

Tailor analyses or reports for a specific audience. For example:

- View satisfaction scores for one service against all other services combined.
- View results for one location service against all other locations combined.
- View results for one region against all other regions combined.

## Scores

Assign scores to specific answer categories and calculate an overall average or mean, which can then be used to summarize results. Scores are often used with gap analysis, for example, to compare results from importance and satisfaction questions.
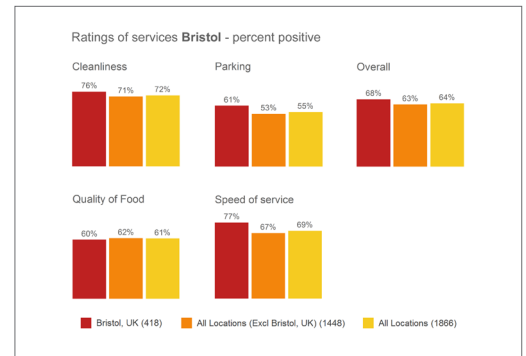
## Net Promoter Scores

Snap includes all the tools you need to calculate and report Net Promoter Scores from attitude questions.

## Weighting

Apply weights to your survey responses to remove bias, or to make adjustments so that your sample more accurately reflects the known target population:

- Change the proportions/balance of a sample group.
- Increase/decrease the size of a sample group.
- Use as part of a calculation.
- Count items other than respondents (for example, amounts of money).

## Database links

 See your survey results in a wider context:

- Automatically import data from a database (SQL, MS Access, or Excel) or another Snap survey.
- Automatically export data to your database or another Snap survey.
- Merge similar surveys.
- Join multiple surveys that have the same participants, but different questions.

## Present Results

Snap provides a range of analysis types to present your results, with the option to add images and edit elements such as color or font to reflect branding.

- Tables – results can be cross-analyzed by demographics and expressed as percentages and/or counts. Statistical tests can also be added.
- Charts – choose from a wide range of chart styles, including bar, pie, bubble, and line.
- Lists – comments and literal responses can be shown alongside any other data, such as age or gender.
- Maps – Overlay an image, such as a regional map, with survey results. An effective visual alternative to a standard table.
- WordClouds - a unique method of presenting textual data. Frequently occurring words are displayed with greater prominence or specific colors.

Analyses can be included as part of a Summary Report or a Smart Report, and can be printed or saved as a PDF for distribution to colleagues.

# Statistical Analysis

Statistics are an integral part of any research project and Snap Survey Software includes a range of statistical tools:

- Factor Analysis – Categorize data into recognizable themes.
- Cluster analysis – Identify 'clusters' in the data that have unique and identifiable characteristics.
- Z test – Compare percentage scores to see if the difference is statistically significant.
- T test – Compare the means of multiple groups to see if the difference is statistically significant.
- U test – Compare median scores of axis-defined groups to see if the difference is statistically significant.
- Gap Analysis – Compare results and identify priorities for improvement.

A range of Descriptive Statistics are also available, including:

- Mean, Mode, and Median.
- Quartiles.
- Minimum, Maximum, and Range.
- Standard Deviation, Variance, and Standard Error.
- Skewness and Kurtosis.