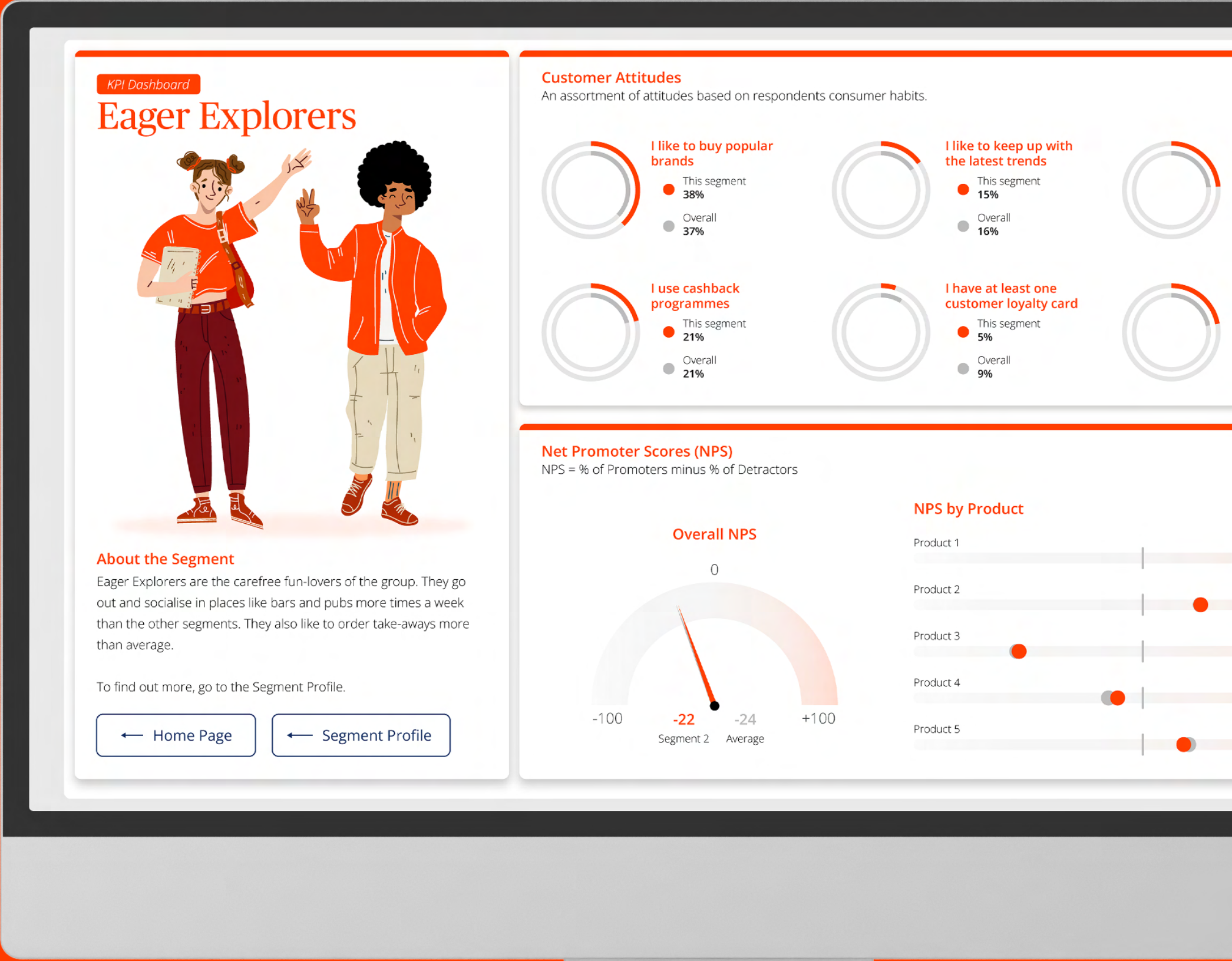


Segmentation dashboards

DASHBOARD CATALOGUE



Our segmentation dashboard solutions

Our segmentation dashboard solutions are the perfect combination of strategy and design, bringing what you need to know about your audience to the front and centre.

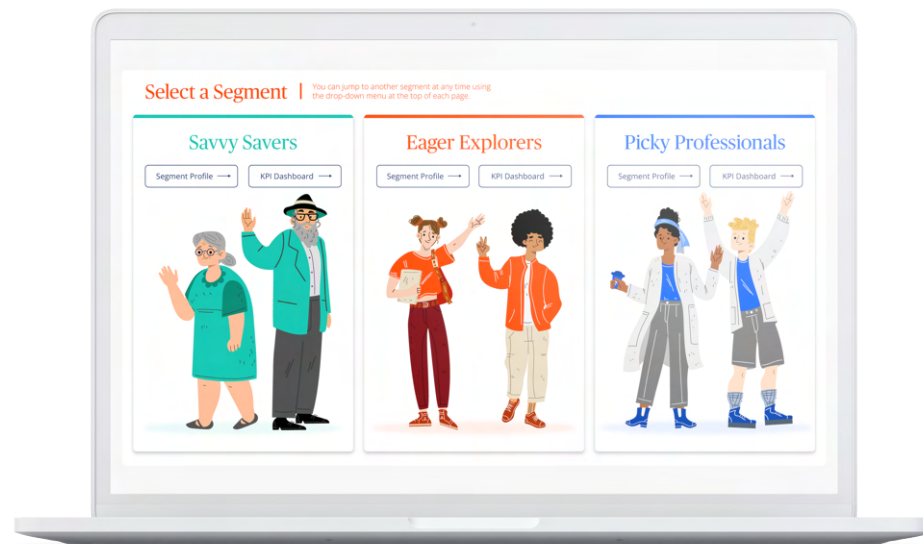
It's your choice: we can take care of the research for you, or use your existing data. Our team of strategists and consultants will then analyse your data to identify a set of distinct market segments.

These insights are brought to life by our team of creative experts through naming, illustration, writing, and more.

You'll be left with a visually appealing and useful tool that unlocks key insights about your audience, empowering you to make the best business decisions possible.

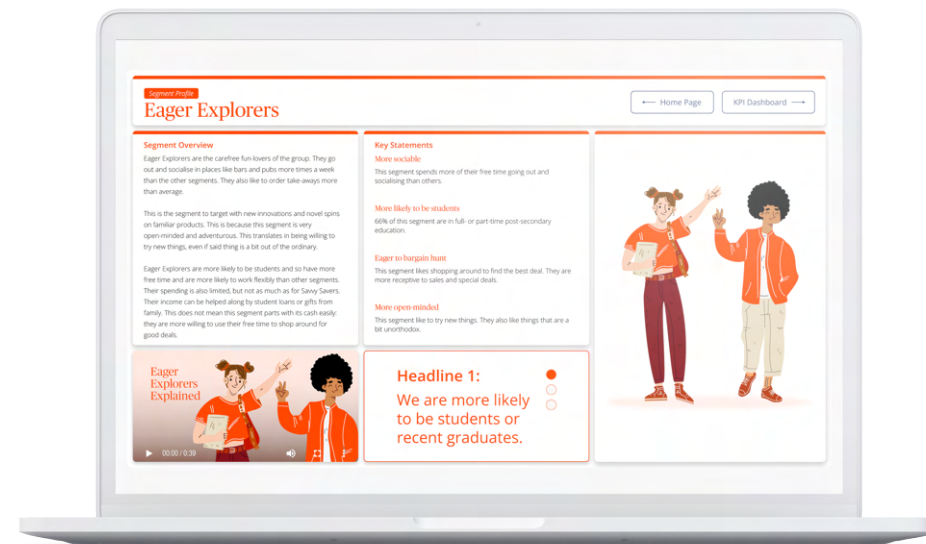
[See live demo](#)[Read the article](#)

What's in the box



Welcome & menu

Whether you prefer to maintain your current style or opt for a fresh, new look, we've got you covered. Experience our signature high-quality design through a personalised welcome page and menu screen, that seamlessly guides you through each segment.



Segment profiles

Each segment is given its own dedicated profile page, offering detailed information about the segment. To enhance the experience, multimedia elements such as animations and videos can also be added.



Segment dashboards

Here, you can access key data about each segment. Seamlessly switch between segments to compare data points against average scores and other benchmarks.



Identity

We work with you to infuse your dashboard solution with its own unique personality and identity, ensuring your visualisation remains truly one-of-a-kind.

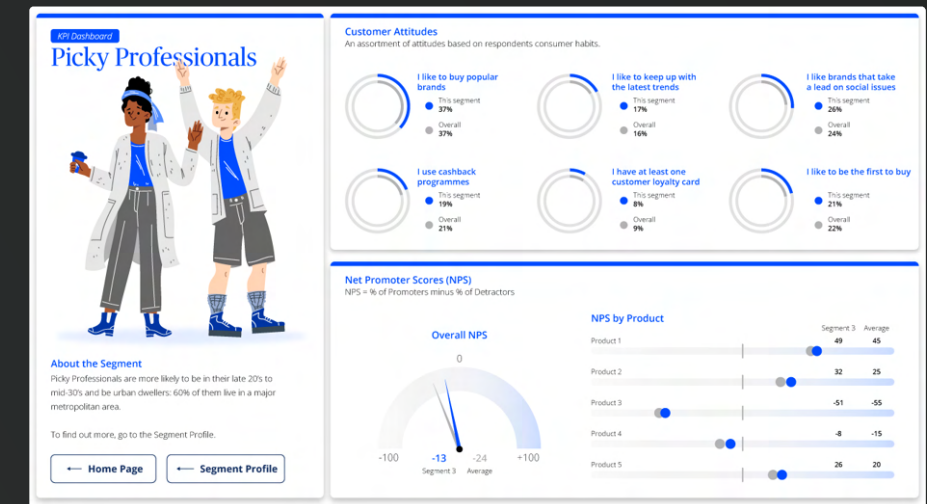
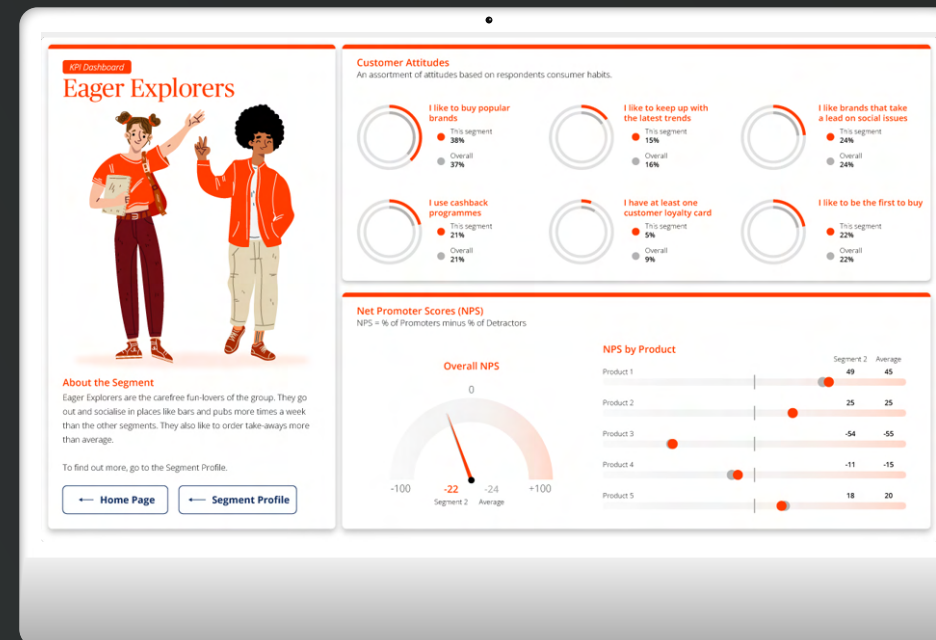
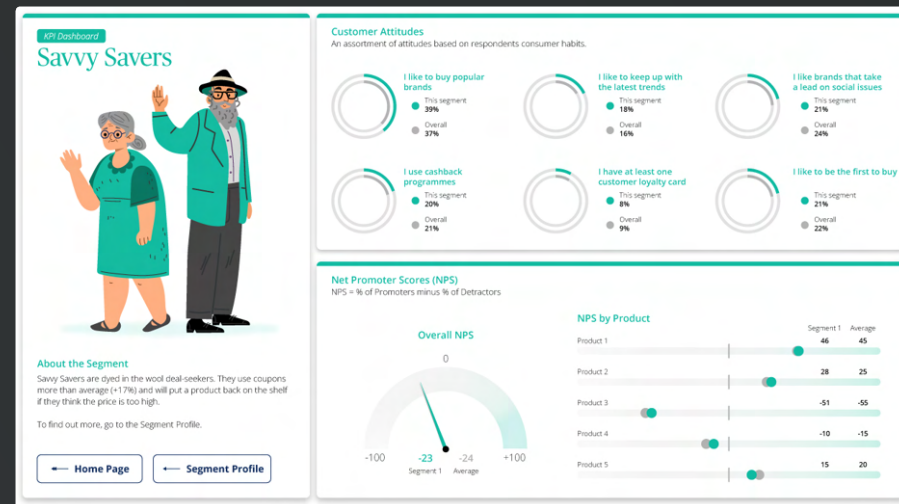
Communication

Our segmentation dashboards blend together text, animations, video, imagery, and data visualisation to create an engaging and useful tool.

Clarity

We distill thousands of data points into clear, actionable insights using carefully selected charts and robust design, providing you with a powerful tool to better understand your customers and stay ahead of the competition.

Switch between segments at any time...



...to compare and contrast at a glance.

Delivery time

Due to the bespoke nature of the segmentation dashboard solution, delivery times may vary depending on the size and complexity of the project. Get in touch to find out more.

Product information

- + Custom design solution
- + Option to add multimedia elements
- + Option to add illustrations and other imagery
- + Up to 12 charts included

Cost

Our segmentation dashboards start at **£5,000** for up to 12 charts that can be filtered by up to 6 segments.

Each additional segment incurs a fee of **£200**.

Additional content available upon request. Extra charges may be applied.



Segmentation dashboards

What our clients say

"Yonder went the extra mile when producing embedding materials for our new consumer segmentation. Specifically, they provided a full online dashboard that enables our stakeholders to understand each consumer persona in great detail, interrogate differences between segments, and do so according to their own interest areas and level of curiosity. It is an excellent case study of efficient knowledge farming."

Oliver Taylor, Head of Insights: Consumer and Marketing at Greene King

"We worked with Yonder Data Solutions on a segmentation dashboard that visualised seven segments with distinct views on climate change. We were impressed by the final result which included appropriate photographs and colours for each segment that fit alongside our existing branding. The team at Yonder Data Solutions exhibited excellent customer service as they worked with us to design the exact dashboard we wanted, with a good mix of well-chosen and meaningful charts."

Phil Downing, Research Director at Icaro Consulting

.YONDER DATA SOLUTIONS

At Yonder Data Solutions, our purpose is in our name. We exist to help our clients go further with focus.

We are a trusted fieldwork and data collection company. We partner with our clients to provide high-quality data capture and analytics solutions that unlock opportunity and drive business success.

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