



# Data visualisation, driven by innovation

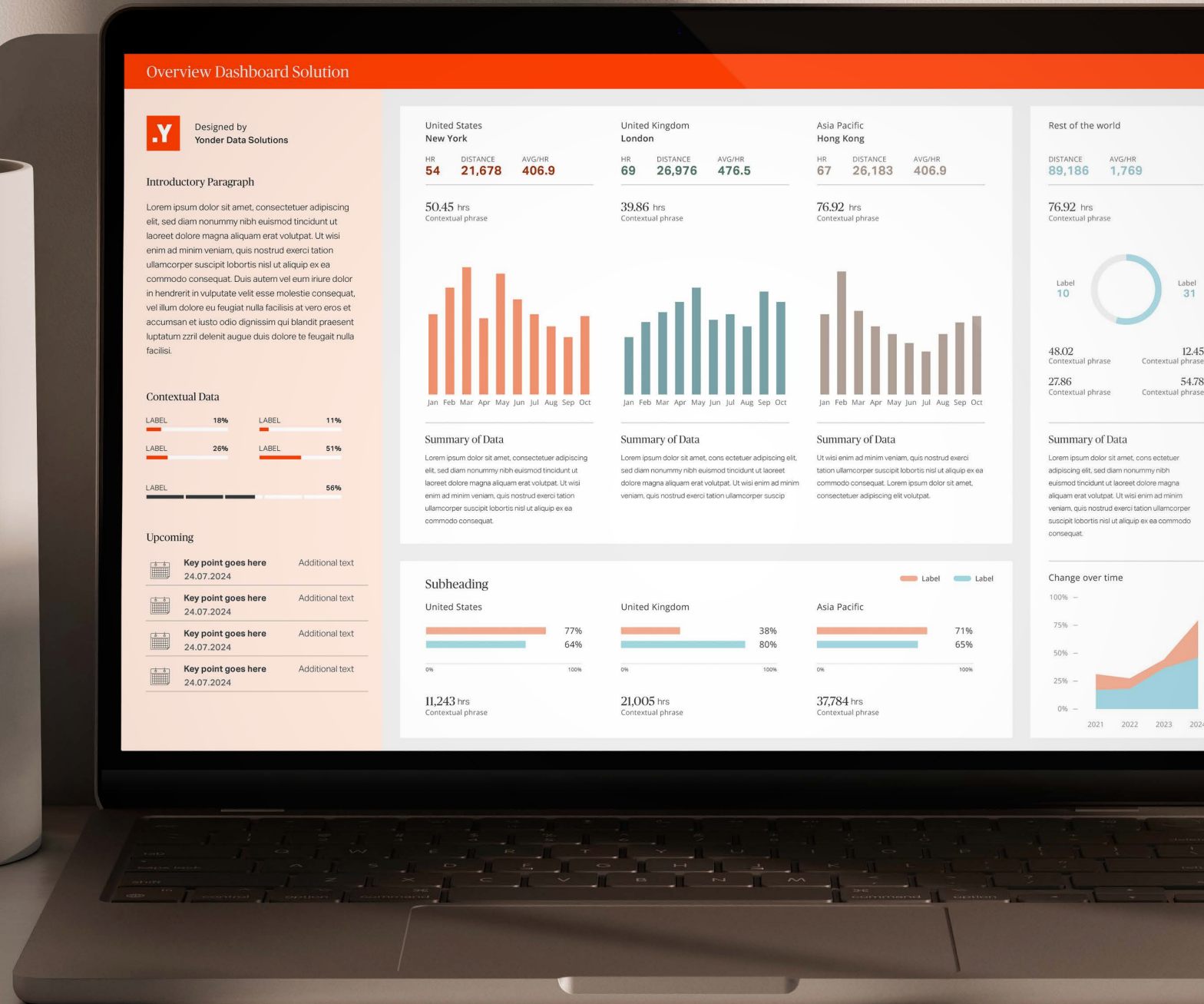
The world is in the midst of the Fourth Industrial Revolution. Technology is more accessible, more widely used, and more seamlessly integrated than ever before. This digital leap has caused a radical evolution in the way people consume information.

Beautiful data has flooded the world. No longer confined to spreadsheets, data is at the forefront of business decisions and at the start of many commercial conversations. Businesses need to harness the power of data to communicate evidence, experience, and expertise. Data, as both a subject and a medium for artistic expression, is now the driver of impactful visual environments.

At Yonder Data Solutions we eat, sleep, and breathe data. We have seen how data visualisation has evolved over the last decade. We are both humbled and proud to have directly contributed to the development of the data visualisation industry, bringing new methods and approaches, with creativity and innovation firmly at the heart of everything we do.







# Why dashboards? Why now?

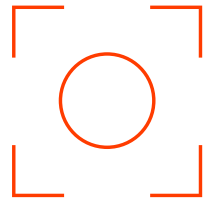
In a world full of noise, beautifully visualised data has impact. Our dashboards have a vast range of uses, from delivering insight, projecting trends, or improving audience engagement.

More than anything, our dashboards take viewers on a journey. They tell a brand's story in an authentic and entirely unique way. They are defined by fact, devised by artists, and driven by innovation.

Yonder Data Solutions' dashboards are a standard part of our outputs and add demonstrable value to the trusted insights we deliver.

# Dashboard uses

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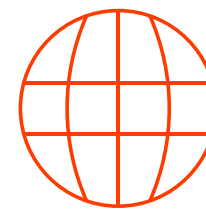
## Ad-hoc

Fast delivery ad-hoc dashboard solutions, when you need them most. Deep dive into campaign / ad testing, customer satisfaction, performance, and more.



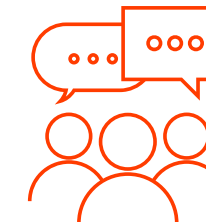
## Trackers

Monitor the results of research over time. Trackers are vital for pinpointing particular events that impact brand awareness, customer sentiment, and more.



## International

Filter by specific country and present multiple markets with international dashboards. Eliminate the need for multiple, clunky PowerPoint reports.

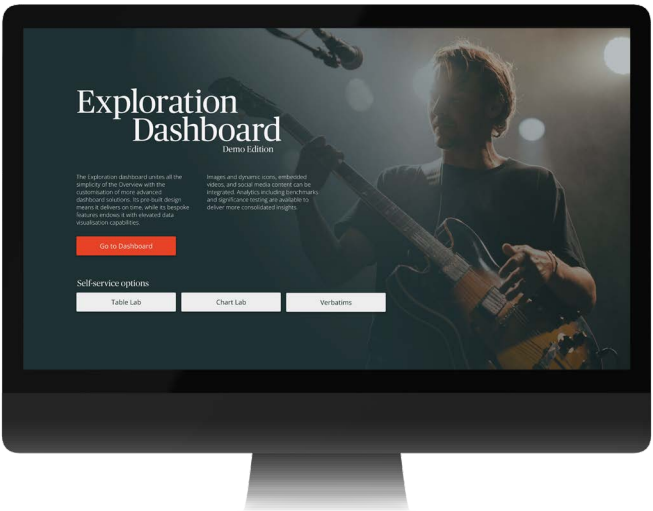


## Market segmentation

Create subsets of a particular market based on demographics, needs, priorities, common interests, and many more.

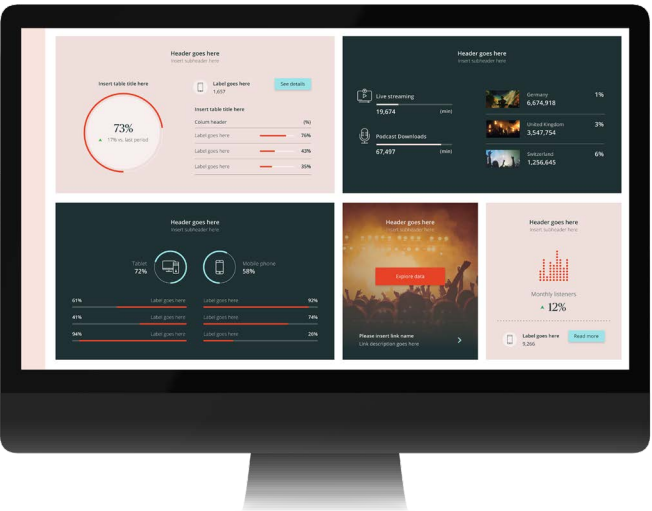


# What's in the box



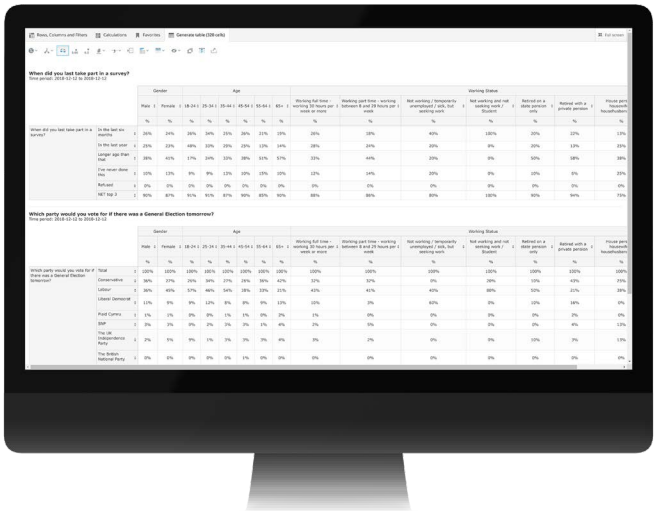
## A warm welcome

You're welcomed by a personalised, fully-branded homepage that reflects your style.



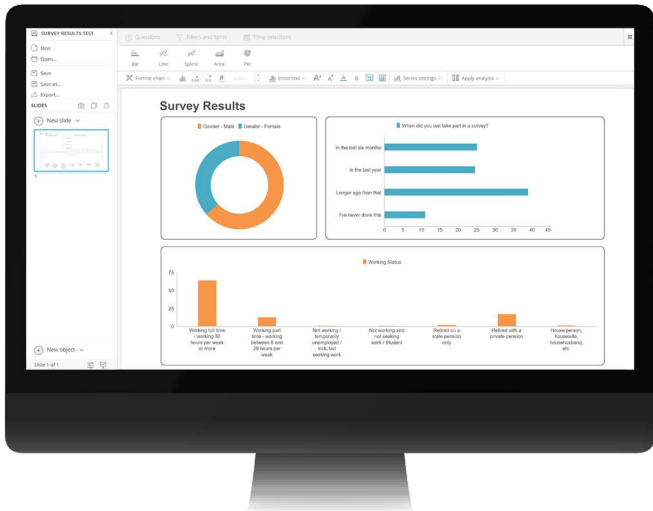
## The dashboard

A unique, powerful dashboard design matched to your exact requirements. You can seamlessly interact with the data in a fully responsive environment.



## Table Lab

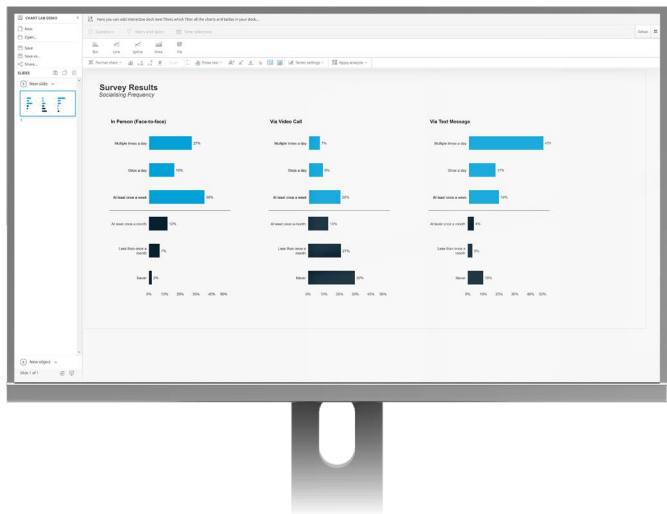
This powerful tool allows you to explore your data by creating customised data tables with your own cross breaks, which can be exported to Excel at any time.



## Chart Lab

A powerful chart maker that allows you to tell the story of your data. You can combine charts into decks and export to PowerPoint.

# Meet the dashboards



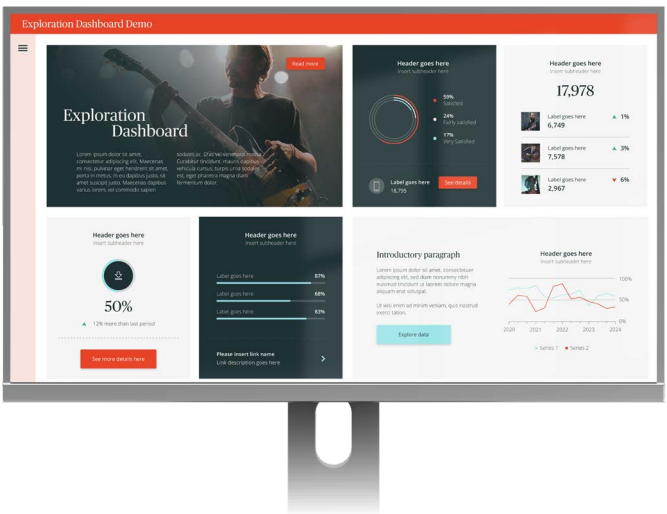
## Self-analysis

The Self-analysis portal gives you complete control in the interrogation of your data. You can create custom tables to uncover insights and visualise them in Chart Lab.



## Overview

The Overview dashboard marries convenience and clarity. This pre-built, off-the-shelf solution offers a top-level look at data visualised in its simplest form, making it ideal for data at a glance or on the go.



## Exploration

The Exploration dashboard integrates exclusive chart designs with bespoke imagery for a more tailor-made finish. It combines all the simplicity of a pre-built dashboard with the uniqueness of your own imagery and branding.

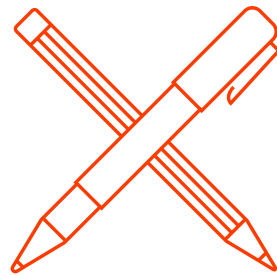


## Immersion

The Immersion dashboard takes ideas and translates them into beautifully compelling stories. It is fully custom-built to your precise specifications, packaged exclusively to match your brand. Perfect for sharing vibrant, eye-catching, and one-of-a-kind visualisations.



## Quality as standard



### Built to your specs

Our dashboard solutions are always built to meet your expectations. Fully branded, high-quality designs are seamlessly integrated into your company's style.



### Secure

Every dashboard includes a fully secure user-based, password-protected system with multiple levels of accessibility.



### Interactive

Our dashboards are defined by interactivity. Slice and dice your data with filters, or enhance outputs with charts that can be generated and exported into Excel and PowerPoint.

# Self-analysis Portal: Your own data analysis and visualisation tool

With the Self-analysis Portal, you have a robust table and chart creator at your fingertips in the form of **Table Lab** and **Chart Lab**.

**Table Lab** allows you to directly query your research data to find out specific insights. This is done by giving you the power to control exactly what data you see in your table without having to find it yourself, or copy and paste cells manually.

**Chart Lab** lets you present your research results to stakeholders in a clear and meaningful way. With Chart Lab, anyone can create beautiful charts and combine them with images and other elements to form engaging presentations.

SEE LIVE DEMO

YONDER  
DATA SOLUTIONS

CHART LAB

New  
Open...  
Save  
Save as...  
Share...  
Export...

SLIDES  
New slide

Here you can add interactive deck level filters which filter all the charts and tables in your deck...

Questions  
Filters and Splits  
Time selections

Bar  
Line  
Spline  
Area  
Pie

Format chart  
Show text  
Series settings  
Apply analysis

Video Games Survey

This is a demonstration of how Chart Lab can be used to visualize your research data. Everything you see here can be created in a short space of time and exported to PDF or PowerPoint.

The survey attempted to answer the following research question:

Question 1: What percentage of respondents play video games and how much do they play?

Question 2: How many of those who play video games identify as a gamer? Is there a correlation between amount of play time and identifying as a gamer?

Question 3: Is there any link between identifying as a gamer, playing games but not identifying as a gamer, and never playing games and the level of agreement with four statements about video games?

Statements used in the survey

Statement 1: Video games are good for a child's mental development.

Statement 2: Video games can be educational.

Statement 3: Video games can be addictive.

Statement 4: Video games should be considered an art form.

Plays Video Games vs Never Plays Video Games

Plays video games - 54%  
Never Plays video games - 46%

Gamers vs. Non-gamers

Gamers - 16%  
Non-gamers - 38%

How frequently?

Gamers

At least once a day 47%

At least once a week 45%

At least once a month 6%

Less than once a month 2%

Non-gamers

At least once a day 25%

At least once a week 27%

At least once a month 17%

Less than once a month 32%

Rows, Columns and Filters  
Calculations  
Generate table (350 cells)

Sheet 1

Time period: 2022-05-25 to 2022-09-25

Q1. Not including time spent working, approximately how many hours do you spend online each day?

	Less than 1 hour	Between 1-2 hours	Between 2-3 hours	Between 3-4 hours	Between 4-5 hours	Between 5-6 hours	Between 6-7 hours	Between 7-8 hours	More than 8 hours	Don't know
Multiple times a day	20%	25%	29%	27%	29%	27%	29%	25%	27%	21%
Once a day	12%	16%	18%	17%	17%	15%	18%	8%	16%	11%
At least	36%	34%	38%	34%	30%	26%	43%	34%	32%	

Q3. Please indicate the frequency you socialise in the following ways: In person (face-to-face)

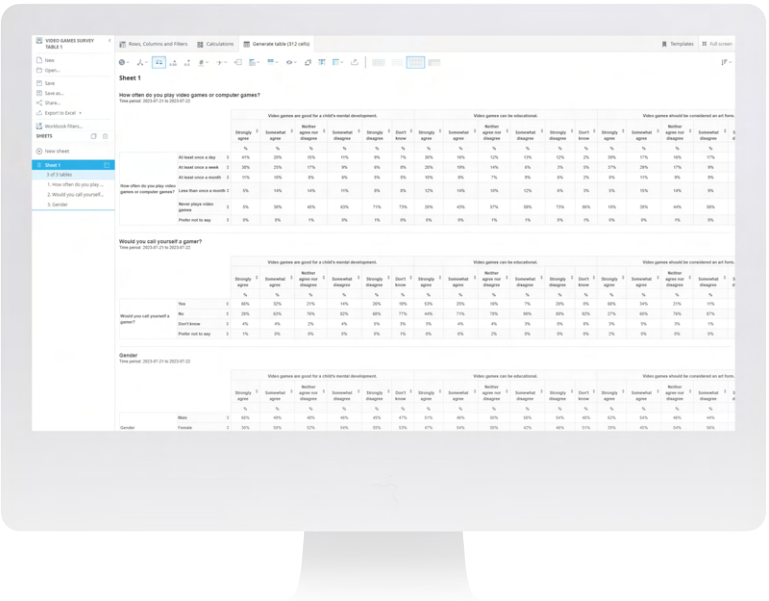
At least once a day	12%	16%	18%	17%	17%	15%	18%	8%	16%	11%
At least once a week	36%	34%	38%	34%	30%	26%	43%	34%	32%	

INTRODUCING THE YONDER AI SUMMARY TOOL

The AI Summary Tool is a new advancement in the analysis of qualitative data. This tool automatically summarises open response data in seconds.

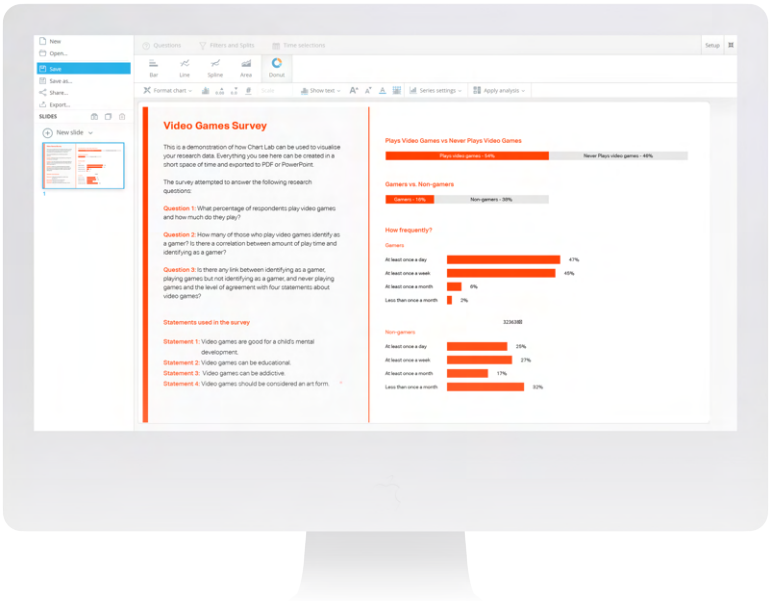


# Self-analysis Portal: What's in the box



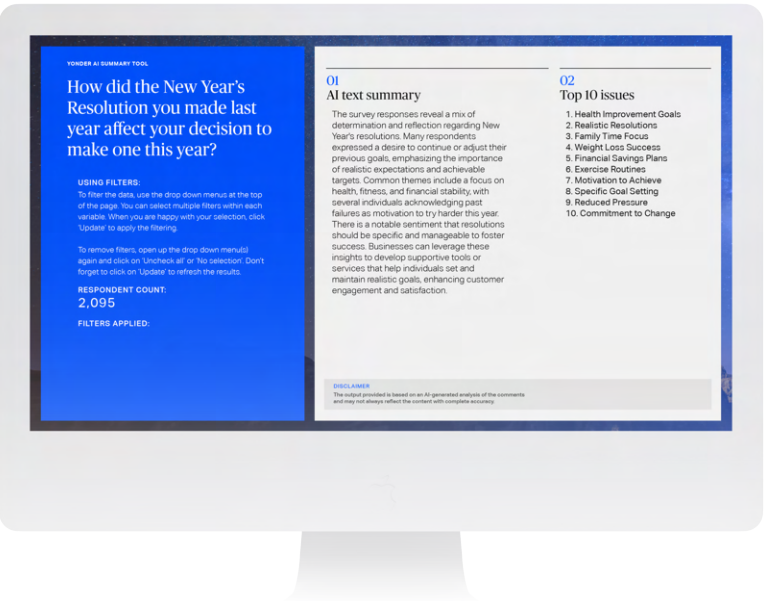
## Table Lab

Table Lab allows you to interrogate your research data by creating custom tables where you have complete control over variables, filters, data splits, and more. Slice and dice your data with as much specificity as you want. Uncover additional insights with a robust set of statistical calculation tools .



## Chart Lab

Chart Lab is a comprehensive chart creation tool that enables you to visualise your research data, create presentation decks, and export an editable file to PowerPoint. A variety of line charts, bar charts, and pie charts can be made in a few seconds. You choose exactly what data you want to visualise and what filters to apply.

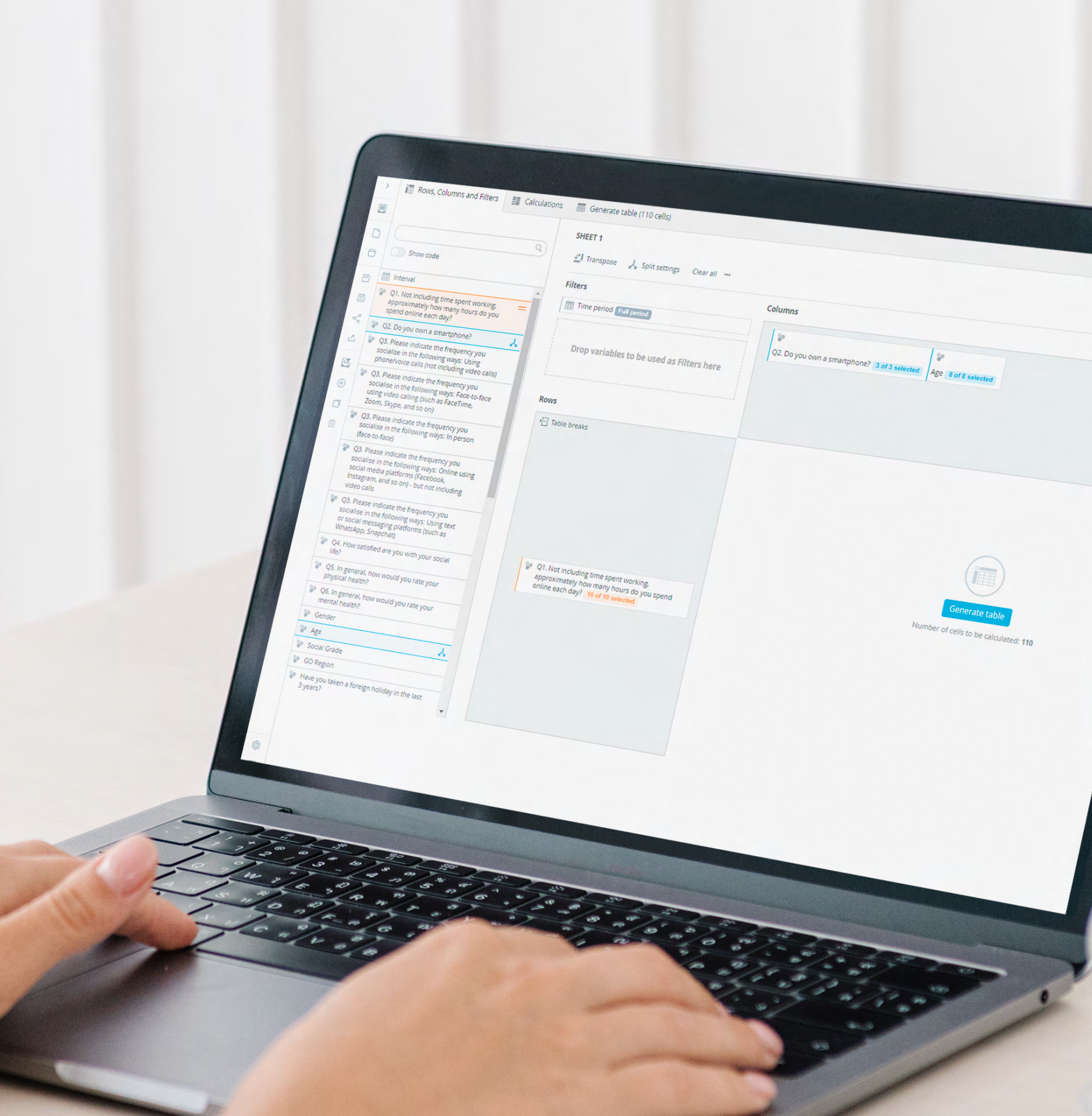


## OPTIONAL EXTRA

## AI Summary Tool

The AI Summary Tool compiles all open responses in your survey and generates a concise and accurate text summary. You can apply filters and see how the summary changes depending on which variables are selected. The AI Summary Tool gives you an ordered list of the most frequent positive or negative themes that appear in your open responses. Full verbatim responses are also provided in a handy, searchable format.





## Delivery time

The Self-Analysis Portal and the AI Summary Tool have our quickest turnarounds. They can both be delivered within one working day.

## Product information

The Self-analysis Portal includes the following:

- + Online portal to access your data
- + Table Lab
- + Chart Lab

Optional Extras:

- + AI Summary Tool
- + Table creation done for you
- + Presentation deck design
- + Dashboard development and integration

## Cost

The Self-analysis Portal has a starting price of **£500.00**. Please get in touch with us for pricing for the AI Summary Tool and optional extras.

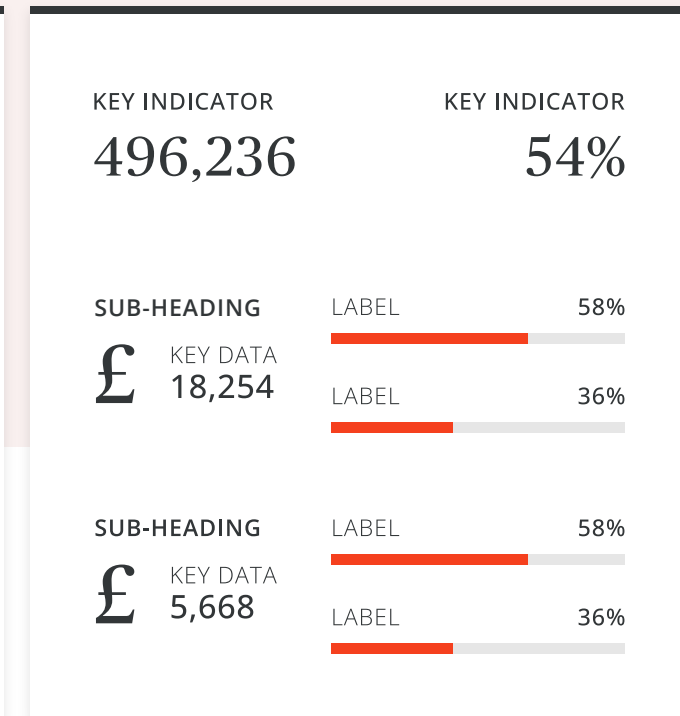
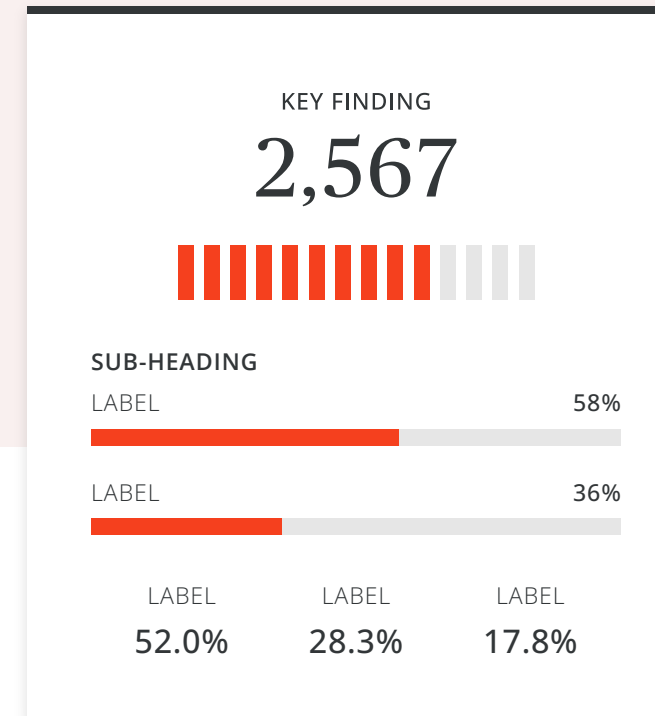
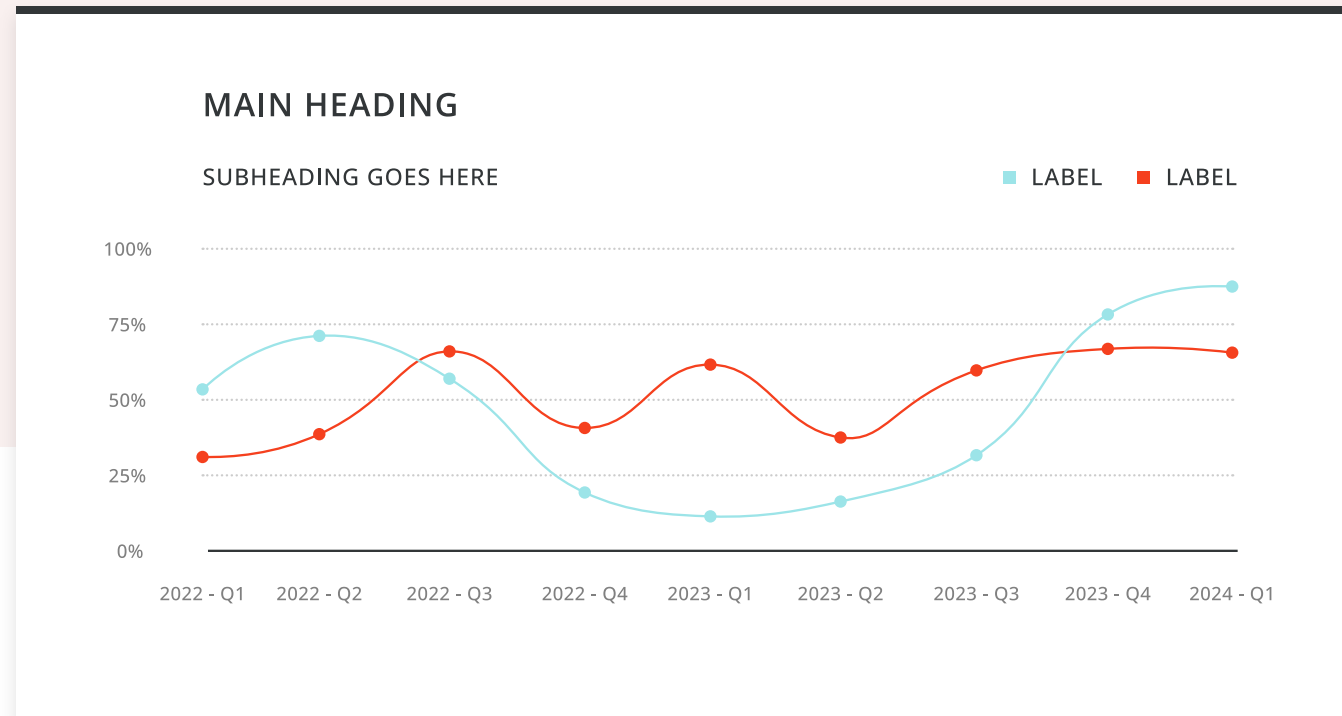


# Discover Overview

The Overview dashboard solution is the embodiment of beautiful simplicity. Its charts, visualisations, and layouts are specifically designed to leave a long-lasting impact on any audience. This smart solution not only delivers information but also provides context, making it even more memorable.

See live demo





## New layout design

The new and improved Overview dashboard solutions put client information centre stage. The effective layouts enable users to present even more information in less space.

## New chart styles

The ready-made selection of charts makes everyday data visualisation a hassle-free part of clients' outputs. The new chart styles are ideal for summarising key information clearly and aesthetically.





## Delivery time

The Overview dashboard solution is ideal for when time is of the essence. Delivery within 2 working days.

## Product information

- + Pre-built design solution
- + Fully integrated with company brand
- + Branded, secure portal included
- + Up to 12 charts included

## Cost

All our Overview dashboards start at **£2,500.00**.

Additional content available upon request. Extra charges may apply.







## Imagery

Bring visuals to life with new images and dynamic icons. The same high standards of data interrogation finds its home in a visually-led environment.

## Media content

Data insights can be supported by a broad range of digital content.

## Action buttons

Sharing and contact buttons to help you reach and engage with a wider audience.

## Delivery time

Our Exploration dashboards are delivered within 4 working days.

## Product information

- + Custom design solution
- + Fully integrated with company brand
- + Up to 12 widgets
- + Engaging images
- + Media content
- + Statistical analysis

## Cost

Our Exploration dashboards start at **£3,500.00**.

Additional content is permitted upon request. Further charges may apply.





# Discover Immersion

The Immersion dashboard takes the definition of data visualisation to its very limits.

Bespoke, eye-catching visuals are designed on a bespoke basis, to transport the viewer through the data narrative you create. Uniquely created infographics, one-of-a-kind visual effects, a dynamic colour palette and host of accompanying fonts, backgrounds and more, ensure this turbo-charged dashboard is unforgettable.

[See live demo](#)



## Custom built

Sleek, all-in-one visuals are uniquely designed.

## Bespoke design

Visually stunning graphs and charts, just how you want them.

## Dynamic effects

An array of dynamic effects to create exclusive, vivid dashboard designs from scratch.





## Delivery time

Immersion is a fully customisable solution that can be delivered within 5 full working days.

## Product information

- + Bespoke design built to your exact specifications
- + All Overview and Exploration features included
- + Customised URL link included

## Cost

Starting from **£5,000.00**. Final price subject to project specifications.

Additional days of work may be charged separately.



# 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.

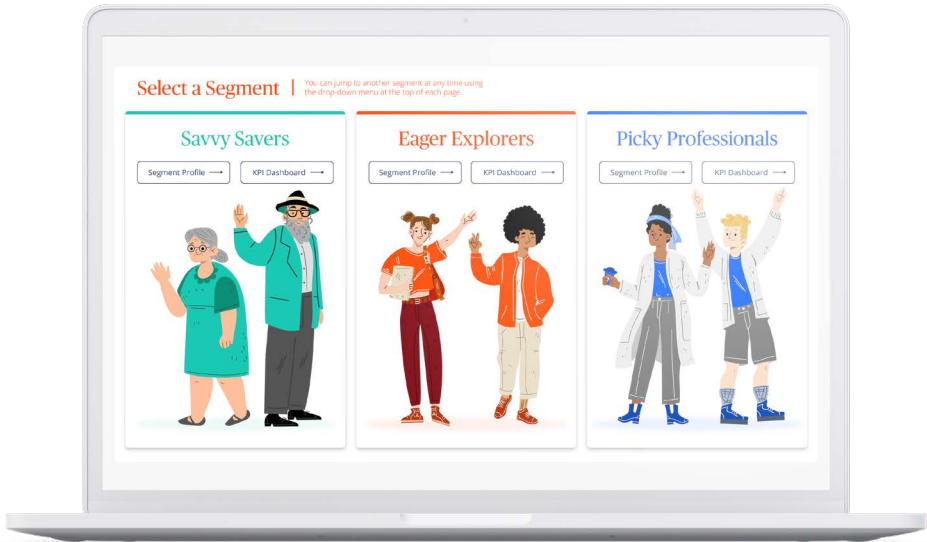


[See live demo](#)

[Read the article](#)

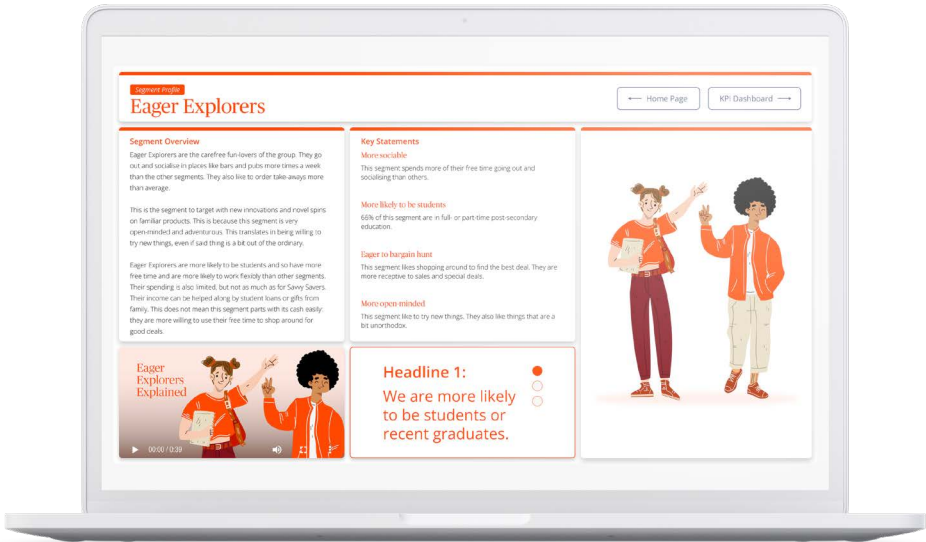


# What's in the box



## 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.



## 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.

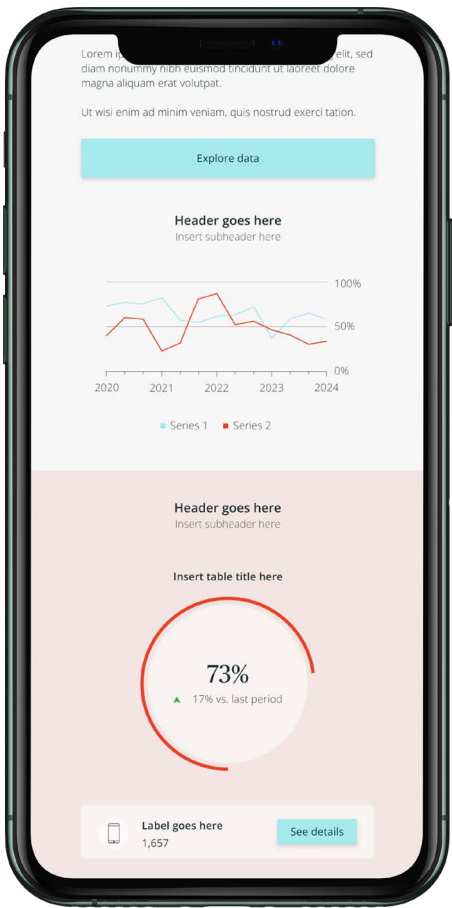
Each additional segment incurs a fee of **£200**.

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



# Mobile dashboards

At Yonder Data Solutions, we have developed mobile dashboard interfaces that are designed to deliver information in a more accessible, consumable format. Available on iOS and Android. Get in touch with us for more information.



# 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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