



SaaS "Text & Data" Mining Tool KeyExplorer

NIKKEI-R

Introduction

August 2024

KeyExplorer is ideal to address your challenges



Challenge - 1

**Time-consuming
to analyze data
and
create reports**



Challenge - 2

**Open-ended
responses
and
customer feedback
not fully utilized**



Challenge - 3

**Marketing activities not
based on
customer insights**

**You can conduct quick and in-depth analysis with the data analysis tool
“KeyExplorer” to deepen understanding of the target audience.**

Application Scenarios by Theme



For Analysis of Many Cross-Tabulation Tables

When you aim to reduce the time spent on loading cross-tabulation tables to improve interpretation and output quality



For Product Development and Concept Design

When you aim to identify satisfaction and dissatisfaction points from evaluations and open-ended responses to extract improvement areas



For Brainstorming

When you aim to establish a common understanding through interpreting needs from survey data to decide the direction of new business



Extract Satisfaction and Dissatisfaction Points from CS/CX Surveys

When you aim to clarify the background of dissatisfaction ...even when CS survey results don't change much year by year



Clarify Differences in Attitudes Toward Compliance Through Compliance Survey

When you aim to derive what is most important by analyzing the differences between those with high compliance standards and those that are less interested in compliance



Extract Improvement Points from CS Surveys and VOC Analysis

When you aim to use CS surveys and VOC to gain insight for improvement and development

KeyExplorer is a solution for comprehensive analysis of both quantitative (close-ended) and qualitative (open-ended) responses to gain characteristics of your target audience.

Service Offerings

- Provision of SaaS-based analysis tool
- Analysis using KeyExplorer conducted by Nikkei Research (Results provided in report format)

Data That Can Be Analyzed

- Survey data (close-ended, open-ended responses),
- VOC
- Customer data

Service Features

1.



Characteristics of the Target Audience Extracted, Including from Open-ended Responses

- Distinctive responses from the target audience (e.g., fans or detractors) are extracted
- Not only close-ended responses but also **"keywords"** in open-ended responses are extracted
- You will understand "benefits felt by fans" and "reasons for defection" in conjunction with attributes and evaluations

2.



Objective Trends Discovered in a Reliable Manner

- Data mining finds the characteristics of the target audience from a large number of survey items
- Objective **results are quickly** obtained mechanically
- You can verify the characteristics of the target audience by returning to cross-tabulation

3.



Only Two Input Fields Required

- The required input fields are "Whom do you want to know?" and "What is different?"
- You can **understand the target** ("Whom do you want to know?") through trial and error, as they are aligned with thinking steps

"Combining Numerical (close-ended) and Text Data (open-ended)" – How it works

? How do heavy users of wireless earphone differ from other earphone users?

» Output features **comprehensively**, including **open-ended responses**, where there are statistically significant differences.

Characteristics of heavy users of wireless earphones:
students, music lovers, mentions of "live concerts"
as enjoyable experiences

Heavy Users of Wireless Earphones

Recent enjoyable activity:
Attended a **live performance** of a favorite band after a long time

Recent enjoyable activity:
Went to a **live performance!**

Male

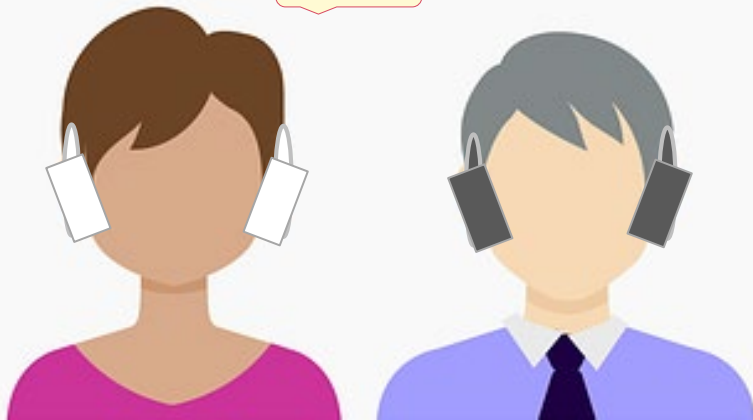
Student

Music lover

Music lover

Student

Female



VS

Other Earphone Users

Recent enjoyable activity:
Took a solo trip

Recent enjoyable activity:
Reunited with old friends at a school reunion

Employed

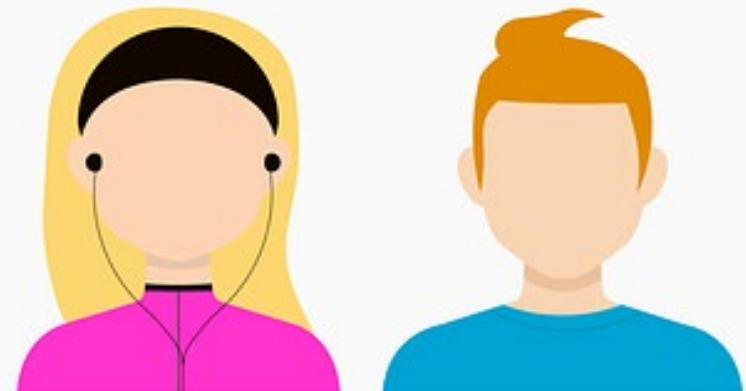
Male

Employed

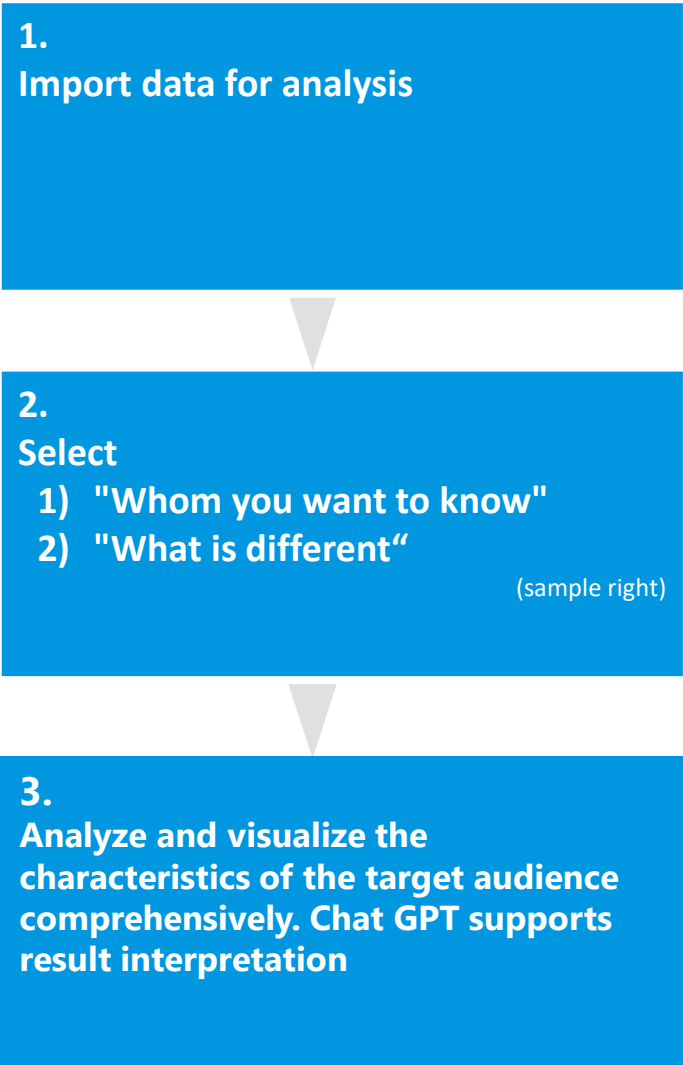
Travel lover

Female

Party lover



Usage Flow



1) People who drink beer almost every day (Whom you want to know)

| <input checked="" type="checkbox"/> | Target Variable |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | (Q5.Frequency of beer drinking=almost every day) |

2) What are the common responses? (What is different?)

| Explanatory Variable |
|---|
| Q2.gender=_all |
| Q3.Age(Range)=_all |
| Q5.Frequency of beer drinking=_all |
| Q11.Who did you drink beer with?=_all |
| Q12.Where do you usually drink beer?=_all |
| Q15.married or unmarried=_all |
| Q16.First Child Status=_all |
| Q17.Dual or Single Income Married Couple=_all |
| Q18.What kind of house do you live in?=_all |

Example of Analysis Result

Example of Analysis Result – 1. Feature Score Ranking

- Ranking of the distinctive trends of responses from the target audience (whom you want to know) will be displayed
- Words that appeared in open-ended responses will be ranked.

Sample_Beer_Survey / Feature analysis results

ImportViewCross-tabVariable ProcessingFeature Analysis

Target Variable (Q5.Frequency of beer drinking=almost every day)Record Range All DataWord CloudAdd AveAdd-RatioSimple DisplayDisplay Format

Target Variable: Whom you wat to know

Feature Score: Quantification of how distinctive the response is

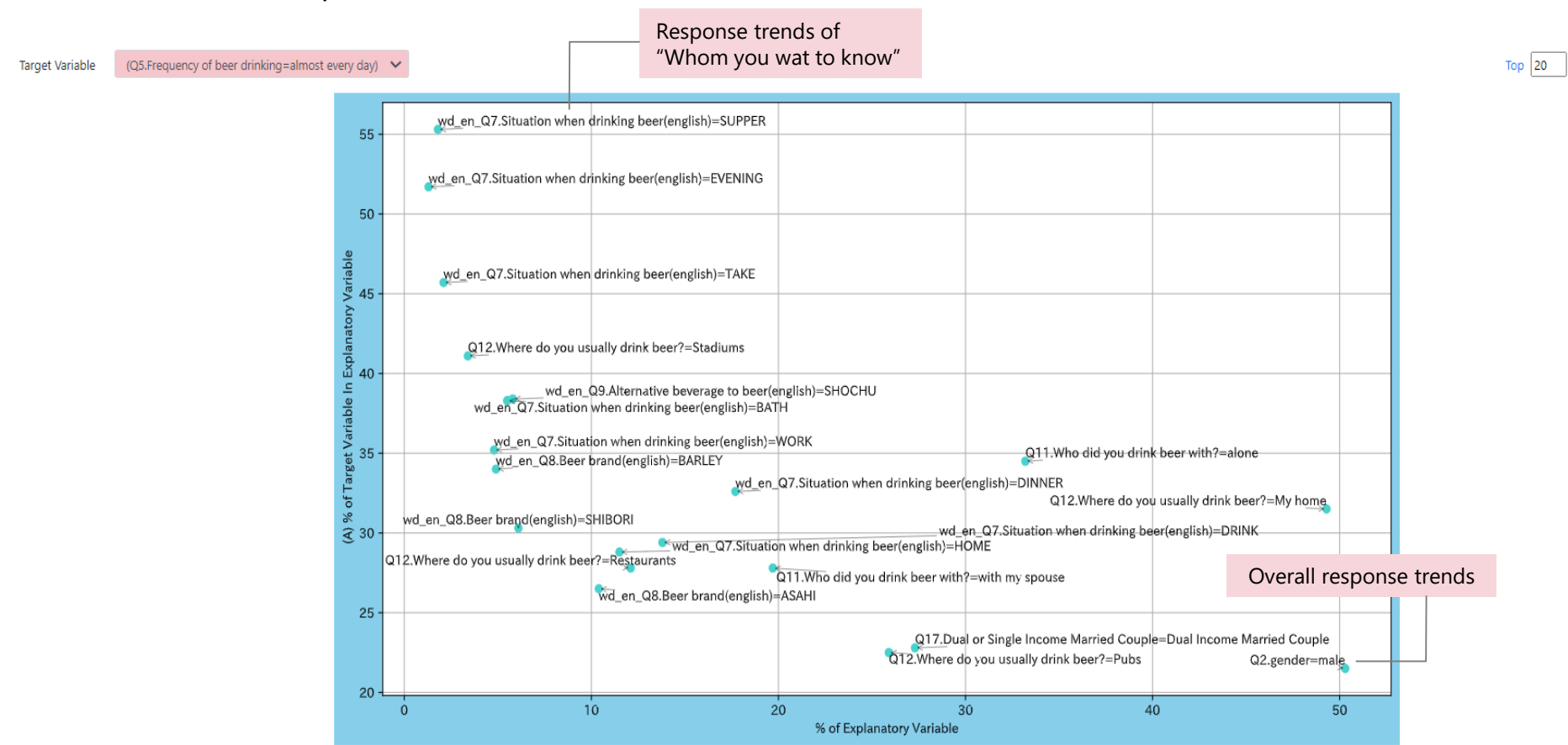
| | Top 30 | Overall Ranking | Explanation Variable Name | Explanatory Variable | Cross-tab | Feature Score | % of Explanatory Variable | (A) % of Target Variable In Explanatory Variable | (B) % of Target Variable In Total | (A)-(B) | (A)/(B) | Risk Ratio |
|--|--------------------------|-----------------|---------------------------|---|-----------|---------------|---------------------------|--|-----------------------------------|---------|---------|------------|
| | <input type="checkbox"/> | 1 | q12 | Q12.Where do you usually drink beer?=My home | | 255.9 | 49.3% | 31.5% | 15.7% | +15.8pt | x 2.0 | x 105.0 |
| | <input type="checkbox"/> | 2 | q11 | Q11.Who did you drink beer with?=alone | | 140.2 | 33.2% | 34.5% | 15.7% | +18.8pt | x 2.2 | x 5.5 |
| | <input type="checkbox"/> | 3 | wd_en_q07_1_trans_en | wd_en_Q7.Situation when drinking beer(english)=DINNER | | 46.0 | 17.7% | 32.6% | 15.7% | +16.9pt | x 2.1 | x 2.7 |
| | <input type="checkbox"/> | 4 | q02 | Q2.gender=male | | 32.2 | 50.3% | 21.5% | 15.7% | +5.8pt | x 1.4 | x 2.2 |
| | <input type="checkbox"/> | 5 | q11 | Q11.Who did you drink beer with?=with my spouse | | 29.4 | 19.7% | 27.8% | 15.7% | +12.1pt | x 1.8 | x 2.2 |
| | <input type="checkbox"/> | 6 | wd_en_q07_1_trans_en | wd_en_Q7.Situation when drinking beer(english)=DRINK | | 24.3 | 13.8% | 29.4% | 15.7% | +13.7pt | x 1.9 | x 2.2 |
| | <input type="checkbox"/> | 7 | wd_en_q09_1_trans_en | wd_en_Q9.Alternative beverage to beer(english)=SHOCHU | | 22.9 | 5.8% | 38.4% | 15.7% | +22.7pt | x 2.4 | x 2.7 |
| | <input type="checkbox"/> | 8 | wd_en_q07_1_trans_en | wd_en_Q7.Situation when drinking beer(english)=BATH | | 21.9 | 5.5% | 38.3% | 15.7% | +22.6pt | x 2.4 | x 2.7 |
| | <input type="checkbox"/> | 9 | wd_en_q07_1_trans_en | wd_en_Q7.Situation when drinking beer(english)=HOME | | 18.6 | 11.5% | 28.8% | 15.7% | +13.1pt | x 1.8 | x 2.1 |
| | <input type="checkbox"/> | 10 | wd_en_q07_1_trans_en | wd_en_Q7.Situation when drinking beer(english)=SUPPER | | 18.1 | 1.8% | 55.3% | 15.7% | +39.6pt | x 3.5 | x 3.7 |

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Download Original Text

Example of Analysis Result – 2. Scatter Plot

- Each ranking of feature scores will be displayed as a percentage of cross-tabulation tables.
- The horizontal axis represents the percentage of people with the same response among all respondents. The vertical axis represents the percentage of the target when narrowed down by those with the same response.



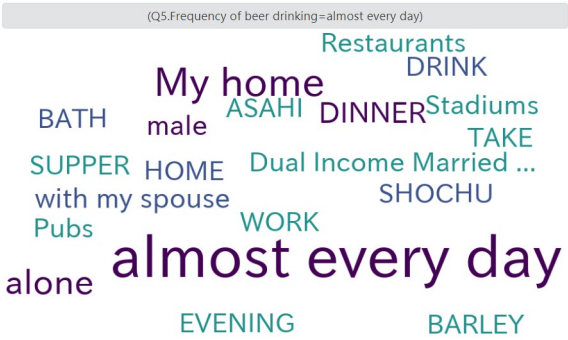
Example of Analysis Result – 3. Word Cloud + Automatic Persona Generation (1/2)

- The distinctive response trends (in both close-ended and open-ended responses) of the target audience are visualized in a word cloud
- In conjunction with Chat GPT, the summary function will automatically generate a persona that summarizes the response trends.
**This process will not be used for Chat GPT learning. Linked data consists only of the information pertinent to aggregated feature score ranking; raw response data is not linked.*

1. Feature Score Ranking

| Rank | Feature | Score | Frequency | Percentage | Count | Percentage | Count | Percentage | Count |
|------|-----------------------------|-------|-----------|------------|-------|------------|-------|------------|-------|
| 1 | Frequency of beer drinking | 4.5 | 100% | 100% | 100 | 100% | 100 | 100% | 100 |
| 2 | Preferred beer brand | 4.2 | 95% | 95% | 95 | 95% | 95 | 95% | 95 |
| 3 | Preferred drinking location | 4.0 | 90% | 90% | 90 | 90% | 90 | 90% | 90 |
| 4 | Preferred time of day | 3.8 | 85% | 85% | 85 | 85% | 85 | 85% | 85 |
| 5 | Preferred drinking partner | 3.5 | 80% | 80% | 80 | 80% | 80 | 80% | 80 |

2. Visualized with a word cloud (The font size is proportional to the size of the feature score)



3. Summarize the feature scores and generate a persona (in conjunction with Chat GPT; not to be used for Chat GPT learning)

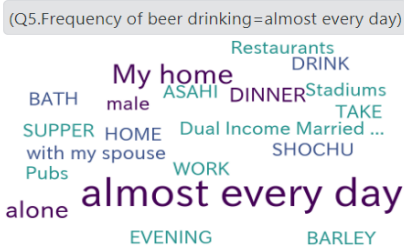
This group of individuals are characterized by their high frequency of beer drinking, preference for drinking at home, and tendency to drink alone or with their spouse. They also enjoy drinking beer during dinner, in a relaxed setting such as a bath or at home, and tend to opt for alternative beverages like shochu. Additionally, they are likely to be dual income married couples who occasionally drink beer at restaurants, stadiums, or pubs. Their beer brand preferences include Barley and Asahi, and they often drink beer in the evening.

Question (B)

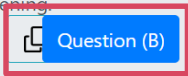
Example of Analysis Result – 3. Word Cloud + Automatic Persona Generation (2/2)

- You can freely ask questions to the generated persona using Chat GPT

1. Generated persona



This group of individuals are characterized by their high frequency of beer drinking, preference for drinking at home, and tendency to drink alone or with their spouse. They also enjoy drinking beer during dinner, in a relaxed setting such as a bath or at home, and tend to opt for alternative beverages like shochu. Additionally, they are likely to be dual income married couples who occasionally drink beer at restaurants, stadiums, or pubs. Their beer brand preferences include Barley and Asahi, and they often drink beer in the evening.



2. Ask questions freely to the persona

Please suggest three effective marketing strategies for this group.

3. Chat GPT responds to questions

As a person who drinks beer almost every day and prefers to do so at home, I embody a strong affinity for beer consumption. I enjoy drinking alone, but occasionally share a beer with my spouse. When it comes to the situation, I mostly drink beer during dinner or while relaxing at home. I also appreciate alternative beverages like shochu.

Considering these characteristics, here are three effective marketing strategies for this group:

1. Home Beer Kits Promotion: Since I enjoy drinking beer at home, promoting DIY home beer kits could be a great strategy. Highlight the convenience and cost-effectiveness of brewing beer at home, offering special discounts or starter kits for beginners.
2. Virtual Beer Tasting Events: Organize virtual beer tasting events that cater to individuals who prefer drinking alone or with their spouse. Provide a platform for participants to learn about different beer varieties and engage in interactive sessions with experts.
3. Personalized Beer Subscription Service: Launch a personalized beer subscription service that delivers a curated selection of beers based on individual preferences. Utilize data on beer drinking habits to offer tailored recommendations, creating a unique and enjoyable beer experience for each customer.

Example of Analysis Result – 4. Display Original Text of Responses + Summary

- By selecting a word from the feature score ranking, you can display the original response texts associated with the word.
- You can also check responses to other questions.
- In conjunction with Chat GPT, the summary function will summarize the response.
**Not to be used for Chat GPT learning*

Target Variable: (Q5.Frequency of beer drinking=almost every day)
Explanatory Variables: (wd_en_Q7.Situation when drinking beer(english)=DINNER)

2. Summarize response trends

Based on the data, it is evident that beer is commonly consumed during dinner, either as a beverage accompanying the meal or as a way to unwind after a long day. Many individuals mentioned enjoying beer with their evening meal at home, often with family or friends, creating a social and relaxing atmosphere. The act of drinking beer during dinner seems to be a common routine for some, providing a sense of enjoyment and satisfaction, especially when paired with specific foods or activities like watching TV. Overall, beer consumption during dinner appears to be a popular and enjoyable tradition for many, contributing to a pleasant dining experience and fostering social connections.

| ID | Variable Name: Q7.Situation when drinking beer(english) |
|------|---|
| 1000 | While having dinner after hot water at home |
| 101 | dinner at home |
| 1026 | I had a beer at dinner. Basically, alcohol is often taken with dinner. |
| 1044 | Every night, at dinner, with my husband, "Thanks! "The toasted beer is the most delicious!" |
| 1048 | We drank while eating dinner curry rice |

1. Display open-ended response including "dinner" as a situation for drinking among "people who drink beer almost every day"

Download

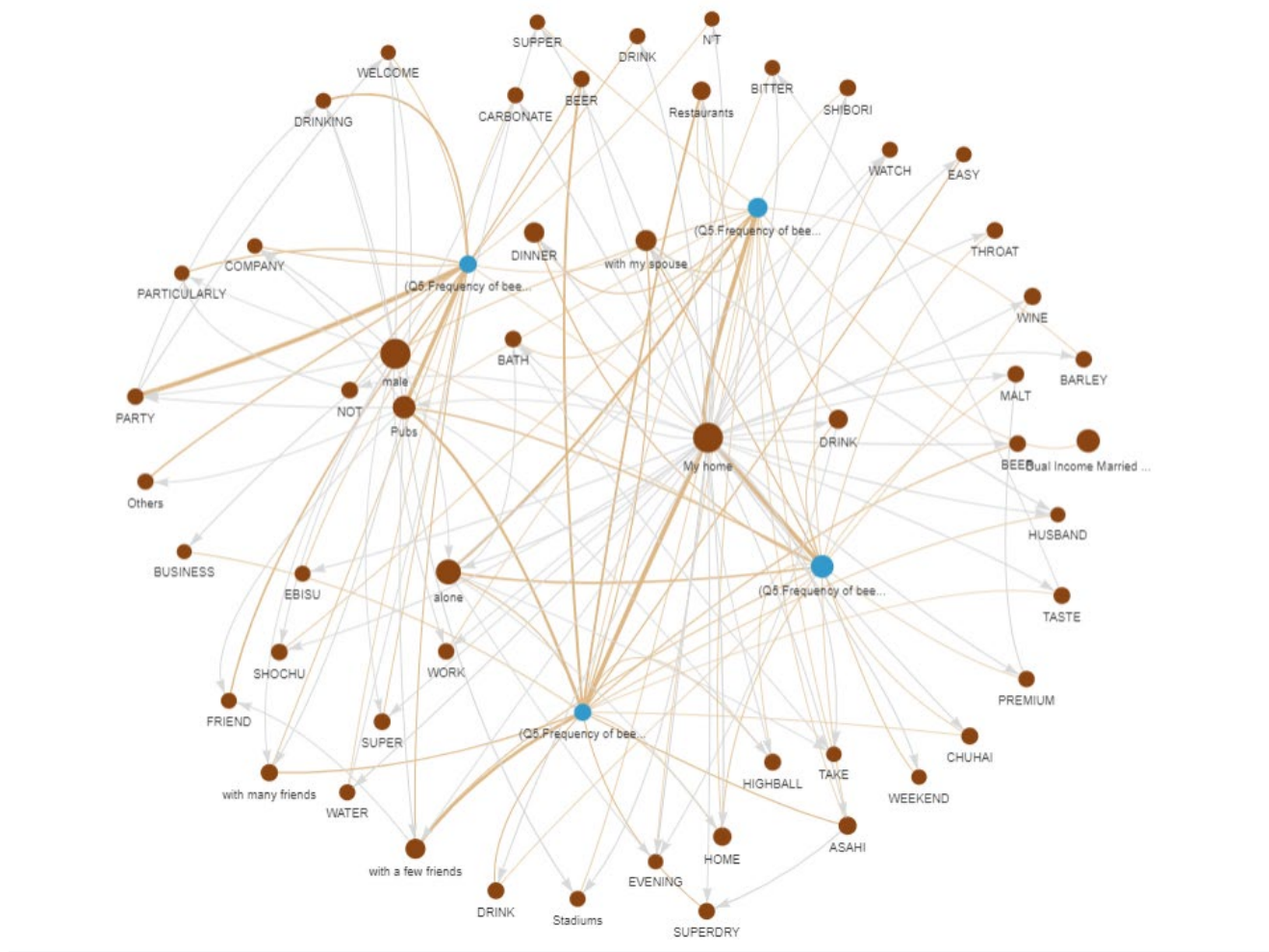
Add Questions

Text Summary (B)

Close

Example of Analysis Result – 5. Network Diagram

- A network diagram can summarize the differences between multiple targets.

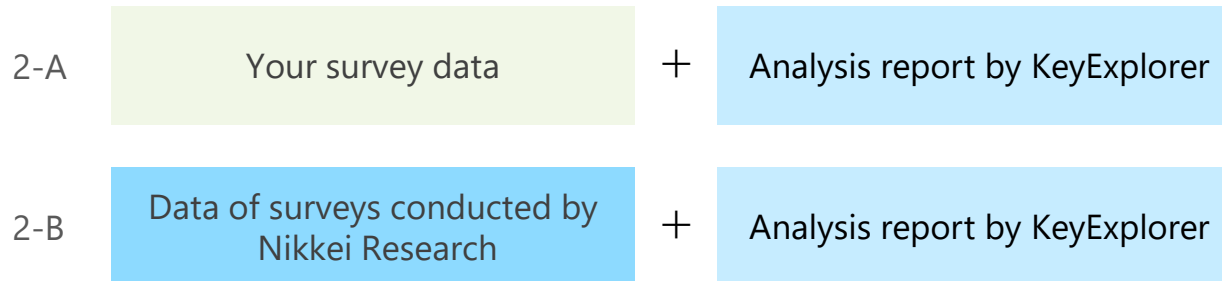


Service Offerings

1. Provision of SaaS-based analysis tool

- Access with ID and PASS to use the tool at your company
- Up to 10 accounts per company
- No software installation required
- Monthly consultation meetings for data import and interpretation support

2. Analysis using KeyExplorer conducted by Nikkei Research (Results provided in report format)



Pricing

1. Provision of SaaS-based analysis tool

| | Annual contract | Short-term contract (monthly basis) | Short-term contract (ticket system) |
|---------------------------------|-----------------|--|--|
| Total amount (excluding tax) | US\$24,000 | US\$3,000 | US\$8,100 |
| Monthly fee (excluding tax) | US\$2,000 | US\$3,000 | US\$2,700 |
| Duration | 1 year | 1 month | 1 month x 3 times |
| Support | Available | Available | Available |
| Number of accounts | 10 | 10 | 10 |

*Initial setup fee of US\$500 (excluding tax) for all plans (not required for the 2nd year and beyond)

*With the ticket system, you can use it up to 3 times within 1 year from the initial use

2. Analysis using KeyExplorer conducted by Nikkei Research (Results provided in report format)

- Specifications will be discussed with your company before providing a quote.
- Starting from US\$10,000

1. How do many companies use it?

Common usage includes **finding meaningful results from various survey items** in basic surveys conducted regularly, **identifying items that accurately describe the characteristics of clusters** after cluster analysis, and **using characteristics of highly/lowly-rated groups identified** through responses, including open-ended ones in CS or NPS surveys **for strategic use**.

Users appreciate this tool's **quickness in identifying and summarizing statistically significant items in reports**.

2. Can anyone use this tool?

Anyone can easily use it by simply importing data and **selecting the items you want to analyze**.

We also provide support for data import. Or you can outsource the task to us.

3. Can you hold an in-house briefing session?

We provide in-house briefing sessions that may include hands-on workshops.

Monthly consultation and training sessions are available for utilization and retention of the knowledge and skills, so feel free to consult us.

4. Is there any software installation required?

No, you do not need to install anything.

Simply access the designated URL from any browser, such as Chrome, Firefox, Edge, or Safari.

5. Is this tool's security reliable?

We manage access with three layers: **IP restriction, basic authentication, and ID/Password.**

The Database is encrypted, and new attack methods are addressed during **monthly vulnerability assessment.**

6. Can we request Nikkei Research an analysis using KeyExplorer?

Yes, you can.

We will provide a custom proposal and estimate, so please feel free to contact us.

7. Can data other than survey data be analyzed?

Yes. We have extensive experience analyzing numerical and text information from **CRM, SFA, and call center records,** as well as tagged **photos and images.**

8. Can data from research companies other than Nikkei Research be used for analysis?

Yes. You can use any data **as long as it is 1 ID per 1 record.**



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