

VISUAL DATA MATRIX

Visual Data Matrix Private Limited is an ISO 9001:2015 certified, full-service Market Research and Data Services company, established in 2019.

We support market research agencies, consulting firms, brands, and organizations with reliable, accurate, and timely research and data-processing solutions.

Our expertise covers the complete research-support lifecycle, including **Data Processing & Tabulation, OE Coding, Charting, Advanced Analysis, Report Writing, Quantitative & Qualitative Data Collection, and Online Research Support.**

With a team of experienced professionals and a technology-driven approach, we focus on delivering **high-quality outputs, faster turnaround times, consistency, and cost-effective solutions.**

Our structured quality processes and experienced resources enable us to manage projects ranging from routine data processing to complex, multi-market research requirements.

We support B2B, B2C, healthcare and multi-market research programs with flexible project-based and ongoing support.

Our Introduction

24×7

CUSTOMIZED CLIENT SUPPORT

Market Research

Data & Analytics

Business Insights

24×7 Customized Support

We work 24×7 to provide customized solutions to clients based on their specific requirements.

Experienced Market Research Team

We work with a highly experienced team specializing in market research and analytics.

Business & Customer Focus

We help our clients develop effective business strategies and strengthen relationships with their customers.

End-to-End Research Services

Our services include Data Gathering, Data Processing, Charting, Open-End Coding, Tabulation, Analysis and Report Writing.

Beyond Data & Analysis

We believe our role is not just to collect research data and perform analysis, but to use that understanding to make our clients happier and more profitable.

Our Services

End-to-end market research data services

Online Data Collection

B2B & B2C studies, targeted sample
security & quality controls

Offline Data Collection

F2F, CAPI/PAPI/CATI
&
qualitative fieldwork

Data Processing & Analysis

Tabulation, Charting, OE coding
&
advanced analysis, Report Writing

Regional Languages & Global Translation

translation, localization
&
multilinguals research support

Dashboard & Data Visualization

Interactive dashboards using
Power BI & Tableau, & Excel

Online Data Collection - B2B & B2C



ONLINE

Targeted respondent recruitment for consumer, professional and business audiences.

Demographic, geographic, behavioral, industry, job-role and purchase-based targeting.

Support for general consumers, decision-makers and specialist audiences.

Quality controls including duplicate detection, fraud prevention, speeding and consistency checks.

Secure survey deployment, controlled access, respondent confidentiality and secure data handling.

Offline Data Collection



OFFLINE

Face-to-face interviews, in-home interviews, mall intercepts and CAPI/PAPI CATI studies.

Respondent recruitment, screening, interviewer coordination and field monitoring.

Qualitative support including IDIs, FGDs and other offline research activities.

Structured field QC, back-checks and validation to maintain data accuracy.

Flexible execution across urban, regional and multi-location markets.

Survey Scripting & Customizations



SCRIPTING

Online questionnaire programming for B2B, B2C, healthcare and market research studies.

Skip logic, branching, piping, quotas, randomization, validation and complex routing.

Grid/matrix, ranking, conjoint, MaxDiff, multimedia and customized survey layouts.

Mobile-responsive programming and comprehensive pre-launch testing.

Programming → Testing → QC → Client Review → Final Launch.

Data Processing & Analysis



ANALYSIS

Open-End (OE) coding, code-frame development, cross-tabs, banner tables and netted tables.

Data validation, OE coding, recoding and derived-variable creation.

Topline analysis, significance testing and advanced statistical analysis.

Regression, factor, cluster, conjoint and Jaccard analysis.

Regional Languages & Global Translations



TRANSLATION

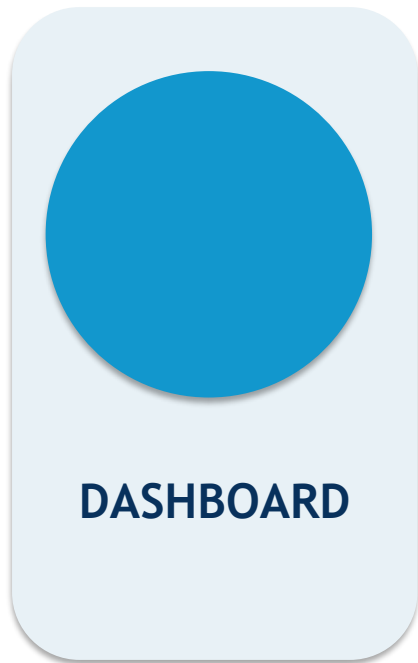
Professional translation and localization for regional and international research.

Multilingual questionnaires, survey content, respondent materials and research documents.

Focus on linguistic accuracy, cultural relevance and consistency across markets.

Support for regional Indian languages and international markets.

Dashboard & Data Visualization



Interactive dashboards that transform complex research data into clear, actionable insights.

Customized KPI, trend, segment and tracker dashboards for easy data exploration.

Tools: Power BI, Tableau, Qlik Sense and Microsoft Excel.

Client-ready visualization for management reporting and ongoing research programs.

OUR Clients





Visual
Data Matrix

Turning Data into
Meaningful Insights

CONTACT US

We're here to help! Reach out to us
and we'll get back to you soon.



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Let's Connect

We look forward to
hearing from you!



Your Research Partner



**VISUAL
DATA MATRIX**

TURNING DATA INTO MEANINGFUL INSIGHTS



Let's Work Together

Your goals, our expertise —
a stronger partnership for better insights,
faster decisions and greater success.

*Together
We Achieve
More*



Data
Tabulation



Coding



Charting



Report
Writing



Field
Collection



Qualitative
(Offline)



Online
Data Collection