



Panel BOOK 2026

Turning Data Into Meaningful Insights

Online & Offline Research | Panel & Sample | Data Collection | Data Processing | Reporting

B2B

CONSUMER

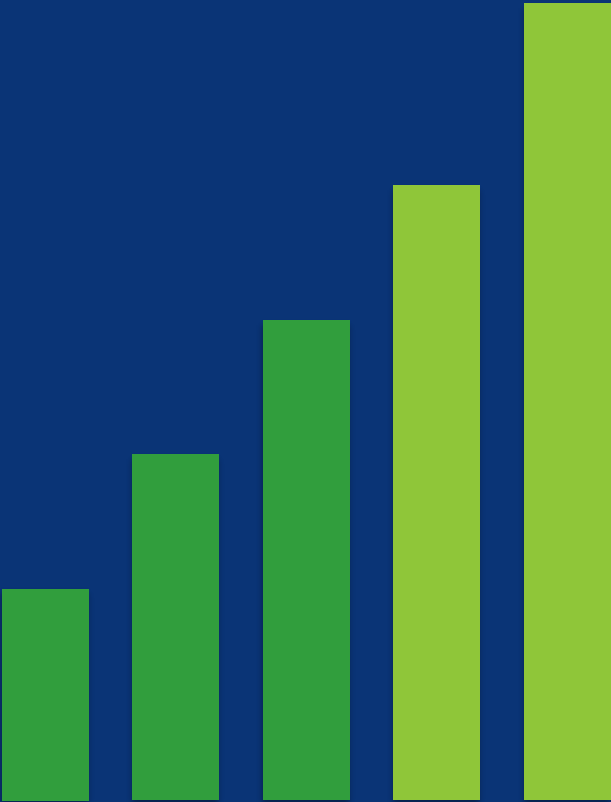
HEALTHCARE

GLOBAL MARKETS

Research execution from audience to actionable output.

8+

YEARS OF
EXPERIENCE



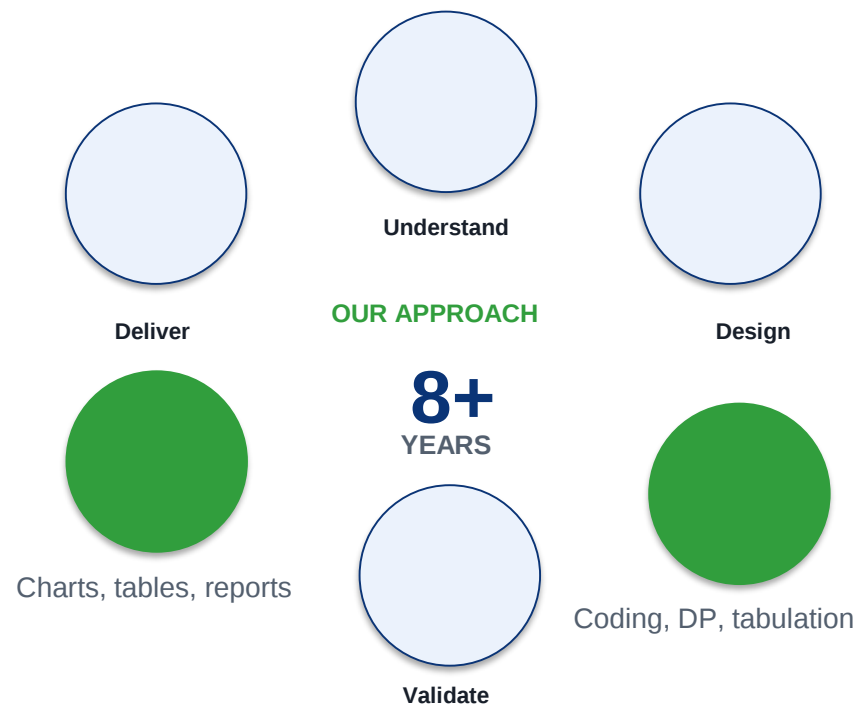
RESEARCH THAT MOVES WITH YOUR MARKET

Connecting People, Data & Research Execution

Visual Data Matrix is an online-first ISO Certified market research company helping businesses and research teams connect with the right audiences, capture reliable data, and turn research responses into meaningful outcomes.

With more than 8 years of experience in qualitative and quantitative data collection, we bring together people, processes, technology and research expertise to support studies across different audiences and markets.

Our capabilities extend across the research lifecycle—from data collection and panel/sample access to validation, data processing, charting and reporting.



Right Audience

Research Execution

Data Quality

Data Processing

Clear Outputs

ONE PARTNER. MULTIPLE RESEARCH CAPABILITIES.

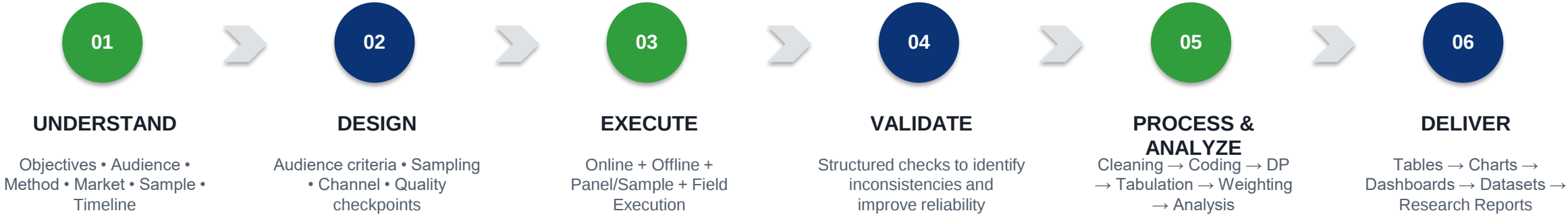
From Research Execution to Final Data Output



A capability snapshot designed to be understood in seconds.

BUILT AROUND EVERY STUDY

A Structured Approach From Brief to Delivery



ONE CONNECTED WORKFLOW. MULTIPLE RESEARCH CAPABILITIES.



ONLINE RESEARCH, BUILT FOR TARGETED AUDIENCES

Reach the People Your Research Needs

Our online-first capabilities help research teams reach targeted audiences efficiently across different markets and respondent profiles.

Our panel and sample capabilities support consumer, B2B, healthcare and specialized research requirements.

CONSUMER

Adults • Students • Parents
• Working professionals

B2B

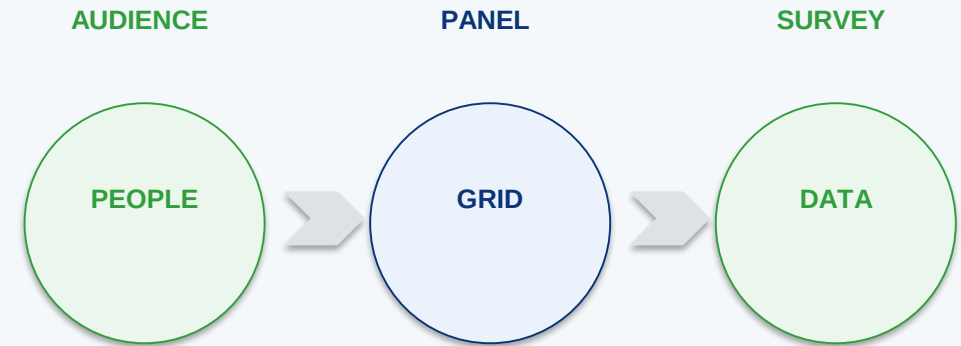
Business professionals • IT
• ITDM • Industry
audiences

HEALTHCARE

Healthcare-related
audiences • Research
profiles

SPECIALIZED

Project-specific
demographic or
professional criteria



ONLINE RESEARCH METHODS

Web surveys

Mobile research

Online quantitative

Online focus groups

Panel-based research

DEFINE → TARGET → RECRUIT → REACH → COLLECT → VALIDATE

WHEN RESEARCH NEEDS TO HAPPEN IN THE REAL WORLD

Some research questions require physical interaction, local market execution or direct respondent engagement. Our offline capabilities complement our digital approach.

FIELD RESEARCH

People • Places • Products • Real-world interaction

FACE-TO-FACE

Direct respondent interaction

INTERCEPTS

Defined locations & environments

TELEPHONE

Structured telephone research

CLT

Central Location Testing

HUT

Home Usage Testing

FIELD DATA COLLECTION

Market-level field execution

AUDIENCE DEFINITION → RECRUITMENT → FIELD EXECUTION → QUALITY CHECKS →
DATA CAPTURE → DELIVERY

Digital reach when you need it. Field execution when the research requires it.

REACH THE RIGHT RESPONDENTS

B2B • CONSUMER • HEALTHCARE

Research starts with the right audience. Our panel and recruitment capabilities support targeted respondent selection based on the requirements of each study.

B2B

AUDIENCE

- IT professionals
- IT decision-makers
- Industry professionals
- Functional specialists
- Business decision-makers

RESEARCH APPLICATIONS

Technology • Business Services • Industry Research •
Product Research

CONSUMER

AUDIENCE

- Working adults
- Students
- Parents
- Household audiences
- Government employees
- Male & female respondents

RESEARCH APPLICATIONS

Consumer Products • Brand Research • Concept
Testing • Customer Experience

HEALTHCARE

AUDIENCE

- Healthcare-related consumers
- Pharmaceutical research audiences
- Healthcare-focused profiles
- Project-specific audiences

RESEARCH APPLICATIONS

Healthcare Products • Pharmaceutical Research •
Consumer Healthcare • Market Understanding

TARGETED INDUSTRY & ROLE PROFILES

Research Across Business Functions and Markets

Our audience targeting approach can be adapted to industry, professional role and study-specific respondent requirements.

TECHNOLOGY

- IT Decision-Makers
- IT Professionals
- Technology Users
- Business Technology Audiences

BANKING, FINANCIAL SERVICES & INSURANCE

- Banking Professionals
- Financial Services Professionals
- Insurance Professionals
- Relevant Consumer Audiences

BUSINESS FUNCTIONS

- Senior Management
- IT
- Finance
- Marketing
- Sales
- Operations
- Procurement

OTHER TARGETED PROFILES

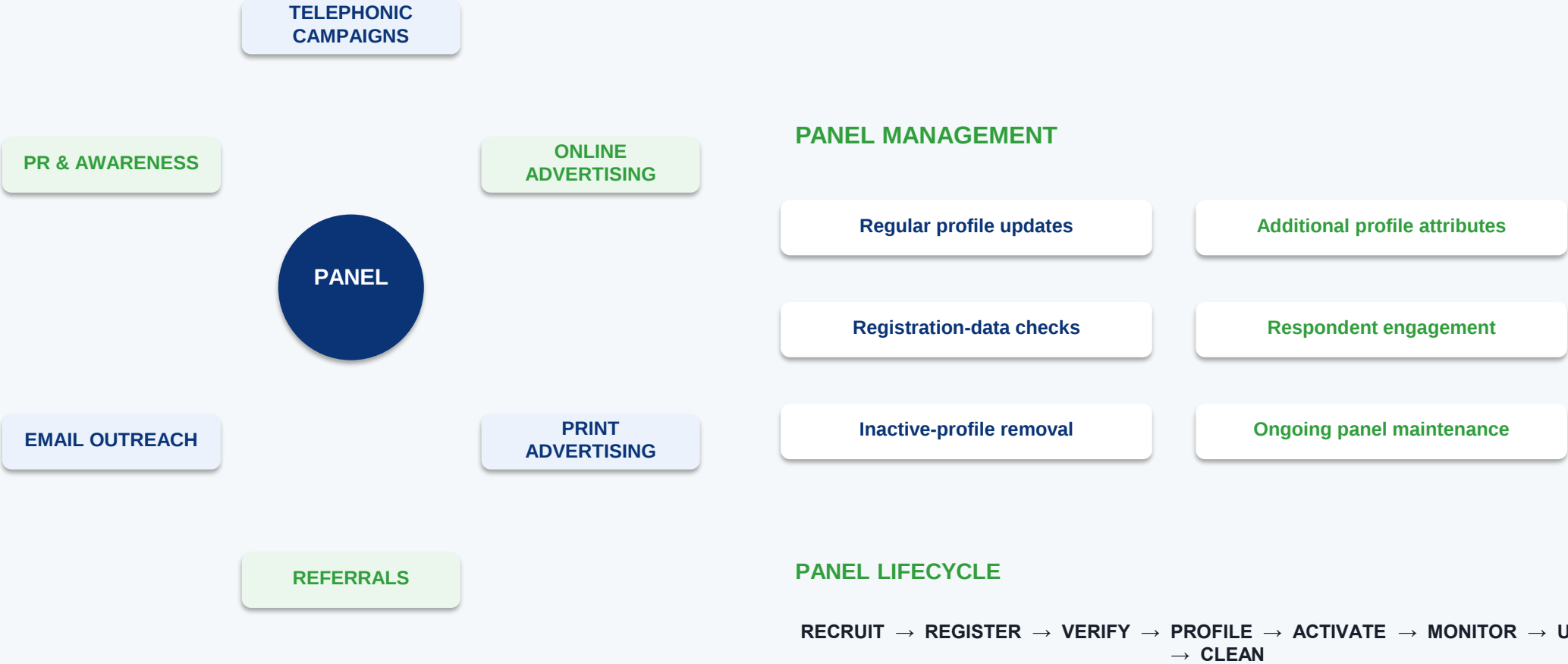
- Industry
- Role
- Seniority
- Professional Profile
- Demographics
- Study-Specific Criteria

TARGETED AUDIENCE CRITERIA

BUILDING A HEALTHY, ACTIVE PANEL

Multiple Recruitment Channels. Continuous Panel Management.

A strong panel begins with diversified recruitment and continues with regular profile maintenance.



QUALITY BUILT INTO EVERY STAGE

Reliable Data Requires Continuous Quality Control

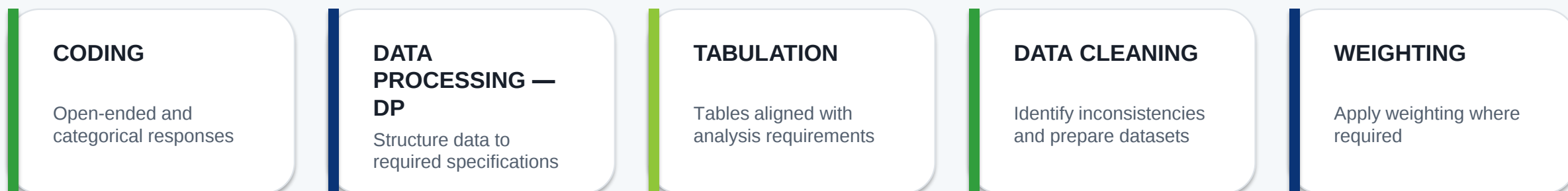
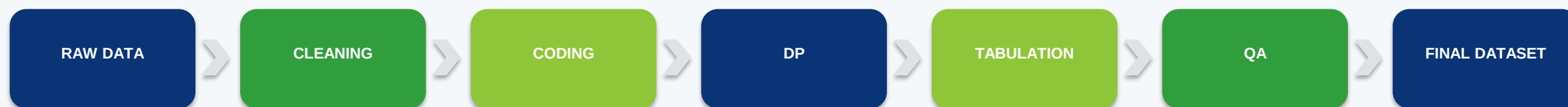
Quality is not a final step. It needs to be integrated throughout recruitment, collection, validation, processing and delivery.



FROM RAW DATA TO RESEARCH-READY DATA

Structured Data Processing for Better Research Outputs

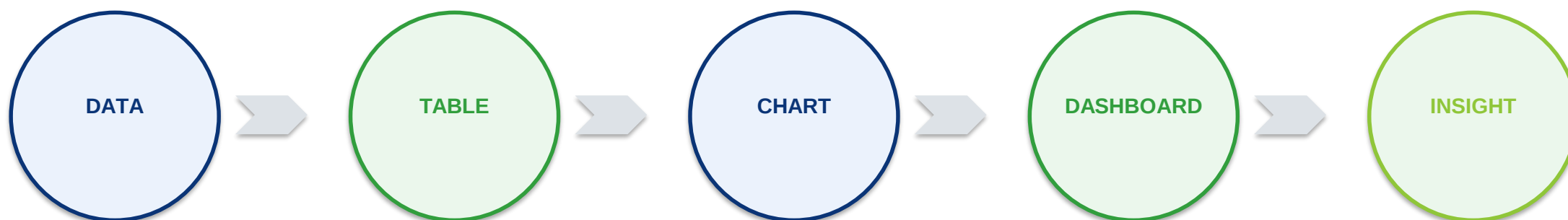
Data collection is only one part of the research process. Our data processing capabilities help transform collected responses into structured, usable datasets and research outputs.



TURN DATA INTO CLEAR OUTPUTS

From Tables to Charts, Dashboards & Research Deliverables

Processed data becomes valuable when it can be understood quickly and used confidently. Our output capabilities help transform structured research data into clear, usable deliverables.



CHARTING

Visualize patterns, comparisons and findings

TABULATION

Structured tables aligned to project needs

DASHBOARDS

Accessible visual dashboards where required

RESEARCH OUTPUTS

Tables • Charts • Graphs • Dashboards • Datasets • Reports

A RESEARCH PARTNER BUILT FOR THE FULL JOURNEY

Why Research Teams Work With Visual Data Matrix

END-TO-END CAPABILITY

01

Audience and data collection through processing and outputs

ONLINE + OFFLINE

02

Digital research at the core, complemented by field capabilities

TARGETED AUDIENCES

03

B2B, consumer, healthcare and specialized profiles

DATA QUALITY

04

Quality checks across recruitment, collection and processing

DATA PROCESSING

05

Coding, DP, cleaning, tabulation and related services

CLEAR OUTPUTS

06

Charts, tables, dashboards and research-ready deliverables

OUR CLIENTS

IPSOS

HONDA

PERFETTI

MARUTI

**8+ YEARS OF RESEARCH
EXPERIENCE**

Qualitative + Quantitative



VISUAL DATA MATRIX

TURNING DATA INTO MEANINGFUL INSIGHTS



READY TO MOVE YOUR NEXT RESEARCH PROJECT FORWARD?

Let's talk about your research requirement.

Whether you need targeted respondents, online or offline data collection, field execution, data processing or research outputs, our team can work with you to define the right approach.



Targeted
Audience



Market /
Geography



Sample
Size



Research
Method



Timeline



Data / Output
Requirement

SHARE YOUR REQUIREMENTS



Target Audience



Market / Geography



Sample Size



Research Method



Timeline



Data / Output Requirement

LET'S TALK



visualdatamatrix.in



bidteam@visualdatamatrix.in



9818241086

REQUEST A FEASIBILITY →