



## CASE STUDY: OPINIUM RESEARCH

# Rapid delivery of dashboards with predictable, fixed pricing

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### AT A GLANCE

#### MAIN GOALS

Help the client win deals by providing free demo dashboards. Rapidly deliver interactive, branded, actionable results with fixed, predictable pricing.

#### METHOD

Use Datasmoothie's APIs and platform to digest data files and automate the processing, reporting and publishing pipeline.

#### RESULT

Interactive client-centric dashboards with optional PowerPoint and spreadsheet deliverables.

### THE CLIENT

Opinium Research is an award-winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on the pulse of what people think, feel and do.

### OPPORTUNITY

In the modern world, clients expect to dive deeper into data by applying filters to survey results according to their needs and "browse" the data online, both on the desktop and mobile phones.

Clients also expect to get their results in a dashboard as soon as a survey is no longer in field, so rapid production, deployment and delivery are imperative for an agency to stay competitive and for clients to remain loyal.

### HELPING WIN BUSINESS

Opinium had reached the in-person pitch stage with a high-value client and needed an advantage over the competition. So, less than 24 hours after Opinium contacted Datasmoothie, we delivered a demo dashboard with fake data branded to the potential client's identity. Opinium could send this to the client with a login and password, so the client could get a feel for what the deliverable would look like.

Opinium also knew from the outset how much the dashboard would cost, as they have a fixed-price deal with Datasmoothie that applies to all dashboards they deliver, making it easy for them to add their margin.

## ABOUT US

Datasmoothie is an award-winning platform to crunch and visualise data.

Datasmoothie was founded in 2015 and has won the MRS award for technical innovation. Datasmoothie has worked with some of the world's largest market research companies on data crunching and visualisations.

## PRICING MODEL

Datasmoothie is both a SaaS platform and agency partner with pricing models that reflect both aspects.

## ABOUT US

Datasmoothie is blended in London and Reykjavík.

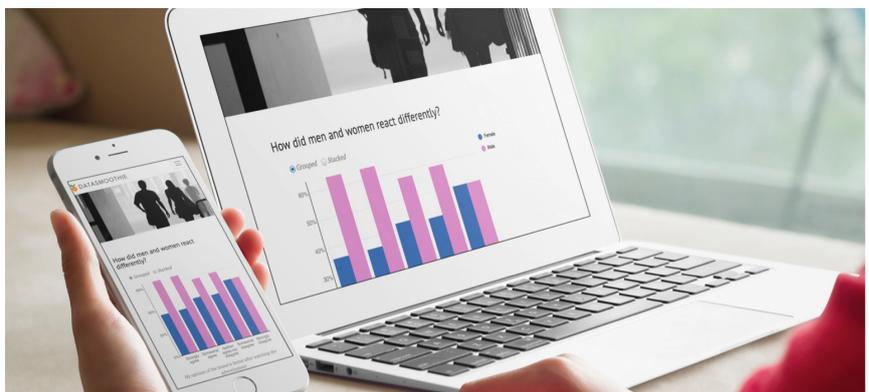
Get in touch at:  
[info@datasmoothie.com](mailto:info@datasmoothie.com)

## SOLUTION

When the deal was won, Opinium and the client designed the dashboard they wanted in PowerPoint. They detailed how to visualise what questions (bars, pies, etc.) and what base should be used for each chart.

Datasmoothie then used its award-winning platform to create visualisations of the data that the client could navigate through by clicking on different filters. Every variable in a survey can be filtered, and the filters can be used in any combination. The client could thus view the results from any subset of the respondents they wished, always getting a warning if the number of respondents was too low to produce significant results.

When the survey was in field, Opinium sent preliminary data to Datasmoothie. The data processing pipeline was built in advance, and the dashboard was delivered to Opinium with preliminary data. So, when the final data was in, it was simply updated and delivered to the client, who received their dashboard within 48 hours of the survey being finished in field.



*Rich, engaging dashboards allow clients to drill deeper into the data either on their computer or mobile.*

## RESULTS & BENEFITS

Once all the reports were ready for the client to see, they decided on a last-minute change on how results should be interpreted. Previously, this would have meant days or even

weeks of extra work on copy-pasting everything again. But because everything had been automated, the changes were ready within 24 hours.

The client could also share more details than were available in the PowerPoint deck in the online dashboards. A PowerPoint file can only show so many charts, but allowing the user to choose their own filter meant that hundreds of different views on the results were made available.