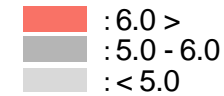


Output Sample of Data Visualization

Raw data is used quantitative output like below and possibly leads you to do more research



Evaluation item	Evaluation by printing maker (median) On a scale of 1-10, with 1 being the worst and 10 being the best				
	Company A(N=70)	Company B(N=51)	Company C(N=48)	Company D(N=33)	Company E(N=68)
Printing Quality	5.6	5.5	5.3	5.8	5.4
Printing Speed	5.6	5.5	5.9	6.0	5.6
Cost of Ink	6.1	5.2	5.1	4.8	5.6
Total Cost of Ownership	5.7	6.0	5.5	6.5	5.5
Customer Support	6.2	6.1	5.6	5.0	5.5

The insights you can gain

- Printing quality cannot be a switching factor because satisfaction/dissatisfaction from every user is low
- Evaluation of each item is almost flat, so something extra is required to differentiate the appeal of the product/ usage
- It is also possible to have **Follow-up 1-on-1 Consultations** to clarify the appeal of different products/ items, and provide deeper insights on factors driving decision-making