

Brand Health Tracking Analytics Platform for a Leading Consumer Electronics Brand

INDUSTRY

Consumer Electronics

CLIENT

A leading global consumer electronics manufacturer with a diverse portfolio across smartphones, televisions, home appliances, wearables, and computing devices.

OVERVIEW

The client conducts large-scale Surveys to measure brand performance, consumer perception, purchase intent, and competitive positioning across multiple product categories. With survey data collected across multiple waves and containing over 21,000 variables, traditional reporting methods made it difficult to efficiently analyze trends and generate actionable insights.

APPROACH

Collect & Prepare

- Ingested raw survey data and performed extensive data quality checks

Transform & Model

- Converted 21,000+ survey variables into a structured analytical model using Python

Analyze & Visualize

- Created dynamic Power BI dashboards covering key brand metrics

Consolidate & Scale

- Integrated five survey waves into a unified reporting framework

THE PROBLEM

The client faced several challenges in managing and analyzing large-scale survey datasets:

- Survey datasets contained over 21,000 variables, making direct analysis difficult
- Raw survey structures were not optimized for reporting or trend analysis
- Manual data preparation increased reporting turnaround time
- Comparing results across multiple survey waves required significant effort
- Weighted market research metrics required complex calculations
- Insights across five product categories involved multiple disconnected reports

SOLUTION OFFERED

Designed and implemented an end-to-end Brand Health Tracking Analytics Platform that transformed raw survey data into a scalable business intelligence solution.

- Survey data cleansing and standardization
- Python-based data transformation engine
- Weighting and respondent-level metrics
- Enterprise-grade Power BI semantic model
- Automated KPI calculations using DAX
- Unified reporting across five survey waves
- Interactive executive dashboards
- Comparative analysis across categories, brands, and survey periods

[View Live Power BI Dashboard →](#)

KEY FEATURES

- Brand Funnel Analysis
- Brand Imagery Tracking
- Wave-on-Wave Performance Analysis
- Competitive Benchmarking
- Weighted Market Research Metrics
- Category-Level Deep Dives
- Executive Dashboards with drill-down and dynamic filtering
- Trend Analysis and demographic segmentation
- Market-level comparisons
- Automated Reporting Framework

BUSINESS IMPACT

The solution significantly improved the client's ability to monitor and act on consumer insights.

- Reduced manual data preparation effort through automation
- Analysis of highly complex survey datasets at scale
- Consistent reporting across all survey waves
- Enhanced visibility into brand health trends and competitive positioning
- Simplified executive-level performance monitoring
- Single source of truth for brand tracking metrics
- Increased confidence in decision-making through weighted and standardized reporting

OUTCOME

By transforming highly complex survey data into a scalable analytics platform, the client gained a comprehensive view of brand performance across multiple product categories and survey waves. The platform became the central reporting solution for Brand Health Tracking, supporting ongoing market research initiatives and future survey waves.

TECHNOLOGIES & EXPERTISE

