

Market Insights: The Dashboards

Market Insights Reporting Resources Website: <https://nrhealth.com/market-insights-reporting-resources/>

Click on Instructional Resources for a short video training session for each dashboard, plus other how-to guides.

- Brand Dashboard
 - High-level summary of Market Insights' Key Performance Indicators (KPIs).
- Brand Personality
 - Shows the attributes that set your brand apart from competitors. This dashboard is based on top-of-mind mentions only.
- Consumer Dashboard
 - Based ONLY on the respondents in the selected market. These metrics are not specific to the selected brand.
- Personalized Questions (PQs) Dashboard
 - Can be used to trend and track custom questions defined by your organization.
- Ad Hoc Reporting
 - Can be used to filter metrics by demographics or show trends for multiple metrics at once.
- Ranking Report
 - Designed to show a market ranking view for the KPI metrics. Use this view as a supplement to the Brand Dashboard to track brands that may still capture market preference.
- Ticker Report
 - Shows the 10 metrics that have changed the most since the previous period. Use this to identify metrics which should be explored further.

