

## Illustrate Consumer Sentiment Through Interactive Visualizations

Ascribe Illustrator is an interactive research tool that transforms multiple sources of data (often in multiple languages) into an array of images in real time, from simple charts to detailed reports, as well as comprehensive dashboards.

### Illustrate:

Bar Charts  
Pie Charts  
Trend Lines  
Cross Tabs  
Reports  
Word Clouds  
Concept Clouds  
Co-Occurrence Maps  
Sentiment Heat Maps

### Integrate:

Ascribe Accelerator  
Ascribe Coder  
Ascribe Inspector  
Ascribe Solutions  
Microsoft PowerPoint  
Microsoft Excel  
Microsoft Word  
Email  
HTML

## Full Integration with Other Powerful Technologies

Ascribe Illustrator's state-of-the-art data imaging software is integrated within the Ascribe Intelligence suite. This allows organizations to combine best-in-class coding and categorization tools with powerful data visualization capabilities.



### MULTIPLE GRAPHIC OUTPUTS

Ascribe Illustrator can turn structured and unstructured verbatim data into virtually any visual display, from typical bar charts and trend lines to complex reports and relationship maps.

### DRILL-DOWNS & FILTERS

The tool allows firms to perform drill-down analysis to retrieve specific verbatim comments, then uses its unique filtering capabilities to illuminate the meaning behind those words.

### DYNAMIC & REAL TIME

Ascribe Illustrator is dynamic enough to manipulate the data for live presentations and real-time displays, creating a comprehensive portrayal of the consumer's voice.

### ACTIONABLE INSIGHTS TO SHARE

Ascribe Illustrator generates clear and concise presentations that deliver actionable insights in a format that is easy to share and understand across the organization.



For many organizations, drawing tangible meaning from complex consumer comments is just the first step in the process to meeting those needs. These firms need effective ways to articulate consumer insights across the organization to ensure common understanding, and the best way to do this is through **visualization**.

FOR MORE INFORMATION, CONTACT

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