



Online reporting products - features matrix

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The following matrix is a direct comparison of a number of products offering online dashboards. By "online dashboard" I mean a web page which offers the user the opportunity to view the data itself in the form of charts, tables, etc, and drill down by selecting particular filters. Portals, which I define as tools for organising, storing and sharing static documents, are not included in this review.

There are many dashboard products, but I have mainly focused on those which seem particularly relevant to survey research. I have made a distinction between self-serve dashboard products, and companies which offer to build a dashboard on behalf of the client: serviced dashboard providers have a grey background. Most of the self-serve dashboard providers can also provide serviced dashboards, and can also add in additional features to the tool if required on a custom basis.

With most self-serve products, I uploaded my own data set with a trial login. I have indicated where I did not do this and am evaluating from a demo rather than a trial. I was using SPSS (.sav) or csv files but most providers can upload several other file formats in addition to these.

The information here is my evaluation and is not necessarily complete. All details should be checked with the vendors. Costs are indicative to give a rough comparison.

I have written a number of blogs resulting from this review on www.traceyhill.co.uk/friday-report. I would like to hear from you if you have any comments on any aspect of this review, or any suggestions for other products to include. Please contact me on tracey@traceyhill.co.uk

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Company and product	Basic description
Dapresy / Dapresy Pro	Dashboard product with emphasis on story-telling and visualisation. Analysis capability from respondent level data included.
Data Liberation	Self uploading dashboard with an interface based on Excel. Great potential but steep learning curve to get the best out of Excel-based visualisation.
Intellex / Intellex Web Report Manager	Reporter is a crosstabbing and charting tool. Report Manager is a dashboard. Product will be upgraded so that offline and online work alongside - New Year.
Kicktag / Cosmos Analytics	Easy-to-use self-uploading dashboard for respondent data.
MarketSight	Simple inexpensive tool for easy online crosstabbing and some limited charting. Dashboard function an add-on to basic crosstabbing tool.
Q Research Software / Web-Q	Easy to use crosstabbing and dashboard product with very good online help and wiki.
Tableau / Tableau Desktop/Online	Beautiful visualisations built in to system designed primarily for multiple-source transactional data, ie non MR specific.

Company and product	Basic description
Decrypt / Beacon dashboards	Dashboard is currently syntax-driven with user interface in development. Platform for crosstabbing also.
Discovery Research Group	Serviced dashboad design and creation using own software.
E-tabs / dashboard service	Dashboard service. Self serve version coming later.
Kicktag / Cosmos Experience	Custom dashboard service.
Reporting Dashboards	Custom dashboard service using in house developers.

Company and product	Is there a user interface or is the dashboard created by the provider?	If it's a user interface, what skills does the user need, eg coding, syntax?
Dapresy / Dapresy Pro	User interface	No particular skills
Data Liberation	User Interface	Design skills in Excel, in particular charting with pivot tables.
Intellex / Intellex Web Report Manager	User interface	No particular skills.
Kicktag / Cosmos Analytics	User Interface - very intuitive	No particular skills
MarketSight	User interface	No particular skills
Q Research Software / Web-Q	User interface	No particular skills, online training pretty clear
Tableau / Tableau Desktop/Online	User interface	No particular skills but an ability to manipulate MR data structure. Ability to work with SQL queries helpful.

Company and product	Is there a user interface or is the dashboard created by the provider?	If it's a user interface, what skills does the user need, eg coding, syntax?
Decrypt / Beacon dashboards	Created by provider	n/a
Discovery Research Group	Created by provider	n/a
E-tabs / dashboard service	Created by provider	n/a
Kicktag / Cosmos Experience	but I have mainly focused on those which seem particularly relevant to survey research. I have made a distinction between self-serve dashboard products, and companies which offer to build a dashboard on	n/a
Reporting Dashboards	Created by provider	n/a

Company and product	What data is uploaded - aggregated or respondent level?	Notes on data uploading (only SPSS/csv/Excel files used for testing)
Dapresy / Dapresy Pro	Respondent level. Aggregated data possible but limiting.	Notes are from a demo, not a live test
Data Liberation	Respondent level	csv file required, eg derived from an SPSS file. Input file needs to be labelled in a particular way for most efficient use.
Intellex / Intellex Web Report Manager	Respondent level	Data was uploaded by supplier. Multi response labels should be in variable label, not value label, otherwise need to be relabelled by hand.
Kicktag / Cosmos Analytics	Respondent level	Multi response questions need combining into one variable.
MarketSight	Respondent level	Easy upload of SPSS file.
Q Research Software / Web-Q	Respondent level	Easy upload of SPSS file.
Tableau / Tableau Desktop/Online	Respondent level	MR data in typical SPSS format needs to be "flattened" for best use - there is a macro to do this.

Company and product	What data is uploaded - aggregated or respondent level?	Notes on data uploading (only SPSS/csv/Excel files used for testing)
Decrypt / Beacon dashboards	Respondent level	n/a
Discovery Research Group	Either. Although, typically we receive respondent level data and aggregate it into a common database ourselves for our charts & graphs	n/a
E-tabs / dashboard service	Both. Flat files + database files. Tabular format also.	n/a
Kicktag / Cosmos Experience	Aggregated level with hierarchies and weighting set up beforehand	An aggregated file (Fabric file) needs to be prepared for the upload
Reporting Dashboards	Usually respondent level but aggregated also possible. Excel file of hierarchies is provided and worked to.	n/a

Company and product	How easy/difficult is it to label?	How is weighted data dealt with?
Dapresy / Dapresy Pro	There's a meta-data area where labelling can be changed.	Specified at meta data level. Can be done per chart/table.
Data Liberation	All variables and responses can be relabelled within the system	You can select a weighting variable, and it's displayed in the build area whether you're looking at weighted or unweighted. Unweighted data available alongside.
Intellex / Intellex Web Report Manager	OK	Selected when creating the table.
Kicktag / Cosmos Analytics	Manual labelling in data control panel after loading. It is possible to load labels using a particular template.	If the weight variable is activated within the control panel, all data shown will be weighted.
MarketSight	Re-labelling is easy.	You can select a variable on which to weight, by crosstab.
Q Research Software / Web-Q	Can relabel easily.	Ability to select a weighting variable in the tables area. Q can also generate weights based on user targets.
Tableau / Tableau Desktop/Online	Best done in the data file before uploading	A SUM measure needs to be selected using the weighting variable.

Company and product	How easy/difficult is it to label?	How is weighted data dealt with?
Decrypt / Beacon dashboards	n/a	Weighting factors can be applied, internally or externally
Discovery Research Group	n/a	We can weight via back-end math in the dashboard...again, we're flexible in how it's applied and what is or isn't visible.
E-tabs / dashboard service		Usually set up so that weighted data is displayed. At KPI stage.
Kicktag / Cosmos Experience	Labels come from the aggregated file.	Dealt with in aggregated file.
Reporting Dashboards	n/a	As specified by client

Company and product	How are multiple response questions dealt with?	How are question combinations dealt with (top 2 box etc)
Dapresy / Dapresy Pro	A separator within the variable name (eg "_") is specified which will group variables together where the separator is found. Or it can be done manually at the meta data stage.	Meta data stage.
Data Liberation	Multi response questions can be flagged in data before upload or grouped once uploaded	Need to be created in the data file and uploaded/re-uploaded, or incorporated into the Excel templates
Intellex / Intellex Web Report Manager	Can be grouped in a number of ways. Labelling needs to be sensible, see data info.	Can be added easily and set up from beginning so can show them with real time data as it comes in.
Kicktag / Cosmos Analytics	All responses from each respondent need to appear in the same column separated by columns. This means the data needs to be manipulated a little before upload. The question then needs to be defined as multiple response in the control panel.	Currently, these have to be set up in the data file before upload.
MarketSight	There's an option to group multiple response variables.	You can define these online.
Q Research Software / Web-Q	Built in functionality to group and flatten, but the meaning of each precode has to be within the variable label (not the value label) otherwise it's lost.	Easy to combine variables and uncombine
Tableau / Tableau Desktop/Online	A calculation needs to be added then the questions can be selected and shown as a group.	A calculation would need to be added using SQL.

Company and product	How are multiple response questions dealt with?	How are question combinations dealt with (top 2 box etc)
Decrypt / Beacon dashboards	Picked up automatically (check if any particular formatting needed for this)	Created when output is set up
Discovery Research Group	With the work we do, this is typically not a relevant question. Although, they can be group or identified with the other categorized responses. We're picking up data across multiple columns via database so it's more about how you want them to look.	assuming it's defined in advance we can build it to spec.
E-tabs / dashboard service	Grouped during the setup phase.	Done during the KPI stage with scripting. Can be done so that user can toggle.
Kicktag / Cosmos Experience	Handled in the Fabric-creation process.	All need to be added to the Fabric aggregated file.
Reporting Dashboards	As specified by client	As specified by client

Company and product	Are sample sizes shown?	Can you upload different data sets to the same dashboard such as trend comparisons or norms?
Dapresy / Dapresy Pro	Can be if required. There's an option to hide data based on samples below a certain size and show a warning instead.	Yes.
Data Liberation	Would need to be set up on the Excel template	Pre-aggregated static data can be included as a sheet in the Excel template. Dynamic respondent-level extra data sets can be incorporated on a custom basis by vendor.
Intellex / Intellex Web Report Manager	A table showing base sizes needs to be set up in the crosstab tool	Yes
Kicktag / Cosmos Analytics	Yes, automatically, with warnings for low bases	Yes, but the format of the files has to match - data is basically appended.
MarketSight	Yes, optional	Yes
Q Research Software / Web-Q	Yes, and lots of options for base notes	Yes, can upload different files and can even have them on the same plot if the time series data matches.
Tableau / Tableau Desktop/Online	Would need to be set up - not an intrinsic part of display	Yes.

Company and product	Are sample sizes shown?	Can you upload different data sets to the same dashboard such as trend comparisons or norms?
Decrypt / Beacon dashboards	Yes, optional	Yes
Discovery Research Group	Up to you...either way is possible.	We're taking survey data, open ended questions, text from research initiatives, social media content, whatever...and aggregating it.
E-tabs / dashboard service	Yes, wherever they are required.	Yes, no limits, and different file types
Kicktag / Cosmos Experience	Yes, with warnings for elements or whole charts with low bases.	Yes, if they are in the same format and the IDs match across files.
Reporting Dashboards	As specified by client	As specified by client

Company and product	Can you show sig testing	How can you filter the data (eg when a question isn't asked of everyone)
Dapresy / Dapresy Pro	Yes.	If a response is blank, it won't be included in the base for that question. n/a etc will be included.
Data Liberation	No out-of-the-box approach but sig testing can be set up within the Excel template.	System will use the natural base for a question unless a more limited filter is defined, which can be done with drag and drop.
Intellex / Intellex Web Report Manager	Yes, in charts in certain formats, and in the underlying tables	Blank/system missing not included, but can choose to include in table design. Filter options available at table and global level.
Kicktag / Cosmos Analytics	Standard testing with red/green bars on charts to indicate difference from overall population.	There's an inbuilt function to hide blank responses which rebases the percentages on respondents giving a response. That means there has to be a difference in the data between "not asked the question" (blank) and "No response" (a code).
MarketSight	Yes - display options are as a footnote and as part of the chart label. Sophisticated statistical options within the crosstab function.	Percentages are either shown as % of valid or % of total. You can set up a custom filter.
Q Research Software / Web-Q	Yes - have to pick one of the options for how it's shown	Excluded from base if Missing value in data file. Can create custom filters.
Tableau / Tableau Desktop/Online	Significance can probably be calculated using SQL-driven calculations and displayed, but not set up automatically	Percentages can be calculated differently using SQL-driven calculations, but this would not be set up automatically

Company and product	Can you show sig testing	How can you filter the data (eg when a question isn't asked of everyone)
Decrypt / Beacon dashboards	Yes - javascript can be applied to change formatting (green/red)	Can choose
Discovery Research Group	Same as what you'd see in any statistical package, although our clients don't typically use us for this as much as the actual visualizations and text analysis.	based to the total responding to the question, although it's possible to do whatever needed here.
E-tabs / dashboard service	Yes, any kind of graphic can be used.	Percentages based on all responding. Can be forced to be based on all if required.
Kicktag / Cosmos Experience	Yes. Need to be set up within the source file using Flag ID and lookup lists to determine how they are represented on screen.	Set up at the aggregated stage.
Reporting Dashboards	As specified by client	As specified by client

Company and product	Can you set up different users for different levels of the data/dashboards?	Can you download the dashboard into PowerPoint/Excel, and is it editable?
Dapresy / Dapresy Pro	Yes, and can set up different brands to show for users in different countries, for example.	Yes, you set up a PowerPoint template. However, charts aren't editable. Can download the data behind them into Excel.
Data Liberation	Yes. Groups can be set up with variables and/or answers hidden.	Yes. Can do batch downloads so a useful automation tool.
Intellex / Intellex Web Report Manager	Yes, can set up different views so that researchers can see crosstabs but marketeers don't. Can also filter by country, so some users see UK and some Germany.	Yes, can download, but it's not editable in PowerPoint. Only one chart on a slide.
Kicktag / Cosmos Analytics	Yes - flexibility based on anything that's in the data.	Can download data to Excel and charts to ppt/pdf, but not editable.
MarketSight	Permissions to perform tasks can be specified by administrator. All elements such as datasets, crosstabs, data tables, etc can be hidden for certain users.	Charts can be downloaded one or several to a page, and a custom template used. Charts are editable.
Q Research Software / Web-Q	<i>Can authorise for view, or view/edit. Can enable public url.</i>	You can download tables into editable PowerPoint, and use your own default chart types.
Tableau / Tableau Desktop/Online	Yes - user filtering can be enabled	Data can be downloaded into Excel but charts and visualisations will be in pdf or jpeg.

Company and product	Can you set up different users for different levels of the data/dashboards?	Can you download the dashboard into PowerPoint/Excel, and is it editable?
Decrypt / Beacon dashboards	Yes, hierarchical dashboard can be created	Into Excel - editable. Ppt and pdf in development
Discovery Research Group	Yes	Can download it, the file is a graphic rather than an editable form.
E-tabs / dashboard service	Yes, very flexible.	Yes into PowerPoint, but it will be an image. Data can be downloaded into Excel.
Kicktag / Cosmos Experience	Yes - flexibility based on anything that's in the data.	Aggregates can be exported to Excel, or charts to ppt but not currently editable.
Reporting Dashboards	As specified by client	Can do this with Excel. PowerPoint tbc with supplier - probably possible.

Company and product	What are the standard design options?	Can you add in different design features such as text for commentary, logos, icons and graphics?
Dapresy / Dapresy Pro	Very broad. Freedom to position wherever, use icons, colour etc, layer graphics, drill down.	Yes - functionality very advanced in this area.
Data Liberation	The dashboard is basically an Excel spreadsheet containing charts based on pivot tables, so anything you can put in an Excel sheet can be included. A lot of flexibility, but there's no user interface for the graphics side and it would take a while to work out the potential and also the limitations.	Text, graphics etc can be added as they can be added onto an Excel worksheet.
Intellex / Intellex Web Report Manager	Can include tables, charts, filter boxes, text and pictures. Multiple tabs. So some flexibility in terms of appearances but also some limitations. A portal for project documents also included.	Yes.
Kicktag / Cosmos Analytics	There are a number of pre-set colour schemes to choose from, otherwise it's all standard. You can decide what elements are in the dashboard, ie number of elements and what kind of chart/table each one is. The portal can be customised.	Not currently (can change text above the chart).
MarketSight	A limited number of PowerPoint charts, and tables, can be used. Custom templates can be set up.	No, just borders and background, but application can be customised on request.
Q Research Software / Web-Q	You can change colours and some aspects of charts and plots, but some limitations.	You can add text and images, and overlay, but some limitations on what you can do with them.
Tableau / Tableau Desktop/Online	The built-in visualisations are very varied and imaginative and will bring something new to the data.	Unclear how customisable they are, and how features such as client logos could be included.

Company and product	What are the standard design options?	Can you add in different design features such as text for commentary, logos, icons and graphics?
Decrypt / Beacon dashboards	Standard framework - each item in its own box. Content organised into different tabs.	Text and images plus links, widgets and videos
Discovery Research Group	very flexible, to the point that if you can conceptualize it, we can most likely build it.	very flexible, to the point that if you can conceptualize it, we can most likely build it.
E-tabs / dashboard service	Very flexibly, wide variety of chart options which can be customised. Developers can design and import own charts.	Yes, can be done.
Kicktag / Cosmos Experience	Fully customisable.	Can use images, videos, text but not as self serve.
Reporting Dashboards	As specified by client	As specified by client

Company and product	Indicative costs - to be confirmed in all cases with supplier
Dapresy / Dapresy Pro	£10,000 first license plus a fee per client user, eg 100 users would cost £2,000. Project-specific fees available.
Data Liberation	Charge is monthly per study, c. £375. Small projects might be live for 3-5 months.
Intellex / Intellex Web Report Manager	Standard portal user (EUR500)/administrator (EUR2,500)/dashboard view only. To publish to URL is EUR2,500 for up to 5 dashboards. URL view is free. One-off setup costs EUR1,00-2,000. Assumed you are also using the tables software with license costs of EUR2,000 also.
Kicktag / Cosmos Analytics	£1-£3K per project with license discounts available. Assumes will be live for a year. Product with 100+ users will need a custom quote.
MarketSight	£1,195 per user. Key Findings access for 1,000 clients free.
Q Research Software / Web-Q	1 computer £999 per year, one network license £2,997 per year. Dashboard: "slots" depend on number of users and size of data. From c.£3.5k to c.£10k per annum
Tableau / Tableau Desktop/Online	£1,200 for a professional desktop licence (less if only using it with Reader, not Online). £200 pa ongoing for support/upgrades. £300 per user to access Online. Offline reader free.

Company and product	Indicative costs - to be confirmed in all cases with supplier
Decrypt / Beacon dashboards	Syntax-based DIY solution free to Beacon licensees. Serviced option min £500 setup plus £175 hosting per month per dashboard. More typical set-up costs £1,300 = 2 days programming work.
Discovery Research Group	Often the initial build-outs cost \$5k - \$15k with a monthly recurring cost of \$500 - \$1000 (if there are a ton of users, the monthly recurring could go up).
E-tabs / dashboard service	£2k upwards. Typically within £10-£40k range.
Kicktag / Cosmos Experience	Typical setup £5k-£10k year one, 50% of this cost in year two. Self-serve reduces cost. Product with 100+ users will need a custom quote.
Reporting Dashboards	A typical 4 dynamic page dashboard will start at around £5000, although that is very flexible based on client requirements on hosting, reporting levels, complexity of analysis etc