

The Power of Dapresy for Deck Creation

StoryCreator is designed specifically to meet the needs of market researchers. It's a powerful tool that allows market researchers to build decks in record time.



Here are just some of its key benefits:

EXPLORE DATA

- Explore data without the need for scripting or complex setups. Just select the questions and answers you want to look at and drag and drop them onto your slide. Apply analytics and you've created a full PowerPoint deck that tells a story.
 - Get familiar with your data and start exploring it the day after fieldwork starts. Launch first results faster, reporting the most relevant insights immediately.
 - Answer questions the moment they come up - with no limitation of predefined paths and partial views of the data. Results can be immediately questioned and further analyzed, without having to create new queries or wait for expert help.
 - Even less-experienced users can safely work with data using StoryCreator, due to its ability to customize scope, interactivity and analysis to suit users' needs and market research capabilities.
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CREATE DECKS

- Create PPT decks directly from market research raw data without the need to tabulate data first.
 - No matter how detailed your evaluations are, all results are updated immediately with one click. Update your entire slide deck in a single click, as often as needed.
 - Need to create an additional, but very specific presentation? With a few clicks, you can adapt your existing deck and add further relevant aspects to better address your audience's interests.
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SHARE REPORTS

- Easily export into common file types (PDF, Excel, PPT).
- Share data-driven stories: Compile your results into a story without leaving your analysis view.

Additional Professional and Enterprise plan features:

- Make data available to everyone: Allow your customers to explore the data themselves in an interactive, visual and easy-to-use way. This allows them to answer the simpler follow up questions themselves, freeing up your data processing team to concentrate on more complex analyses.
- Deliver whatever your customers are looking for. From a comprehensive infographic dashboard that provides your audience with the right information in real time, to a single PowerPoint report showing the results of the latest small ad-hoc project.

We're working closely with our clients to design and develop products that meet their specific needs. StoryCreator is evolving every day, adding new functionality to bring you everything the market researcher needs to create beautiful, actionable reports. If there are features that you'd like to see developed, why not at [contact us](#) - we'd love to talk!