



Research Analytics and Tools

Vistra uses quantitative and qualitative research methods with thoughtful study design and data analysis to support clients' programmatic goals. We collaborate with federal government clients, customizing every project and providing evidence to help clients:

- Define research objectives
- Pinpoint shifts in attitude
- Gain well-informed insights

Vistra data analyses sync with our quantitative data collection and reporting. We help to turn text and numbers into insights, supporting analytical reporting and visualizations. Our analyses may use Excel, SPSS, SAS, or R in PowerPoint presentations, Excel reports, or analytical Word-based reports and apply:

- Standard Classical Statistical Tests
- Significance Testing
- Linear and Non-Linear Testing
- Clustering
- Value-of-Importance Analysis

Our qualitative research delivers insight into social dynamics and “atmospherics,” targeting audiences to help clients better understand a particular opinion, behavior, or decision. We use focus groups and in-depth interviews to dig deeper and to understand the Why and How to inform actionable insights.

A Virtual Workshop Drives Dynamic, Invaluable Research

Vistra’s Virtual Workshop (V-Workshop) platform is a dynamic online quantitative and qualitative research tool used to collect, categorize, and prioritize electronic and anonymous feedback from geographically dispersed participants. V-Workshop allows participant groups from 15 to 50 individuals to collaborate around a set of discussion questions. Anonymity removes intentional or unintentional bias.

Past Performance



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