



## Research Analytics and Tools

Vistra uses quantitative and qualitative research methods to support clients' programmatic goals. We collaborate with federal government clients to design the questionnaire.

Vistra's research team uses leading survey software, platforms and approaches to ensure that the information collected produces the insights that our customers desire. Our team uses Excel, SPSS, SAS, R, Python, Tableau and PowerBI, among others, to analyze the data and create dashboards, PowerPoint decks and written reports that clearly communicate research findings.

### Past Performance



Examples of our analytic approaches include:

- Standard Classical Statistical Tests
- Significance Testing
- Linear and Non-Linear Testing
- Clustering
- Value-of-Importance Analysis
- Dashboarding
- PowerBI
- Data Analytics

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.

## Vistra's V-Lab® Delivers Dynamic, Invaluable Insights

Vistra's Virtual Lab (V-Lab®) is a dynamic, online platform that moves qualified stakeholder groups through a moderated series of activities. The V-Lab collects, categorizes, prioritizes and analyzes participant engagement in real time. V-Lab allows geographically dispersed groups ranging in size from 15-50 participants to collaborate around a set of activities that reveal insights to drive organizational change and innovation.

### Contact Information

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