



Section 1: Knowledge and Perceptions

- 1.) How familiar are you with data analytics/data analysis?
 - Not at all familiar
 - Slightly familiar
 - Moderately familiar
 - Very familiar
 - Extremely familiar

- 2.) How important do you think data analytics/data analysis is for your organization?
 - 0 1 2 3 4 5 6 7 8 9
 - Lowest Highest

- 3.) Which of the following data analytics services are you aware of? (Check all that apply)
 - Survey/Questionnaire Preparation
 - Data Collection
 - Data Processing/Cleaning
 - Data Analysis (Quantitative)
 - Data Analysis (Qualitative-open ended)
 - Visual Representation of Data
 - Running Simulations

- 4.) How would you rate your current knowledge of data analytics services?
 - 0 1 2 3 4 5
 - Lowest Highest

Section 2: Current Practices and Interest

- 5.) Does your organization currently use data analytics services?
 - Yes (Go to Q6)
 - No (Go to Q9)
 - Not Sure (Go to Q9)

- 6.) If yes, which services do you currently use? (Check boxes)
 - Survey/Questionnaire Preparation
 - Data Collection
 - Data Processing/Cleaning
 - Data Analysis (Quantitative)
 - Data Analysis (Qualitative-open ended)
 - Visual Representation of Data
 - Running Simulations

- 7.) How satisfied are you with your current data analytics services?
 - 0 1 2 3 4 5
 - Lowest Highest

- 8.) What are the main challenges you face with your current data analytics services?

	<i>Not interested</i>	<i>Slightly interested</i>	<i>Moderately interested</i>	<i>Very interested</i>	<i>Extremely interested</i>
Survey/Questionnaire Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Processing/Cleaning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Analysis (Quantitative)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Analysis (Qualitative-open ended)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual Representation of Data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running Simulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3: Potential Needs and Preferences

10.) How likely are you to consider using data analytics services in the future?

0 1 2 3 4 5 6 7 8 9
 Lowest Highest

11.) What would you consider as the most important factors when choosing a data analytics service provider? (Check all that apply)

- Cost
- Quality of Service
- Reputation
- Customer Support
- Technology and Tools Used
- Customization Options

12.) How much would you be willing to invest in data analytics services annually?

- Less than \$1,000
- \$1,000 - \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$20,000
- More than \$20,000

13.) What types of data analysis are most relevant to your organization? (Check all that apply)

- Market Research
- Customer Feedback
- Operational Efficiency
- Financial Analysis
- Employee Satisfaction
- Product Development

14.) Which of the following data collection methods do you prefer?

- Hard copies (using OMR bubbles sheets)
- Online surveys using Survey Monkey
- Both

15.) How important is it for you to have visual representation of data analysis results (charts, graphs, tables)?

0 1 2 3 4 5 6 7 8 9
 Lowest Highest

Section 4: Decision Making and Future Plans

17.) Who in your organization makes decisions regarding data analytics services? _____

18.) What is/are the biggest barrier to implementing data analytics in your organization?

(Check all that apply)

- Cost
- Lack of Knowledge
- Lack of Time
- Lack of Resources
- No Clear ROI
- Data Privacy Concerns

19.) How do you prefer to learn about new data analytics services?

(Check all that apply)

- Webinars
- Workshops
- Online Articles
- Conferences
- Networking Events

20.) Please rank the following data analytics services in order of importance to your organization.

	<i>Not important</i>	<i>Slightly important</i>	<i>Moderately important</i>	<i>Very important</i>	<i>Extremely Important</i>
Survey/Questionnaire Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Processing/Cleaning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Analysis (Quantitative)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Analysis (Qualitative-open ended)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual Representation of Data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running Simulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Open-Ended Feedback

21.) What additional data analytics services do you think your organization could benefit from?

22.) Can you describe a recent project where data analytics made a significant impact?

23.) What improvements would you like to see in the data analytics industry?

24.) How do you measure the success of your data analytics initiatives?

25.) Please provide any additional comments or suggestions regarding your data analytics needs.

Section 6: Demographic Information

26.) What type of organization do you represent? (Multiple Choice)

- Small Business
- Corporation
- NGO
- Government Agency
- Other

27.) What is the size of your organization? (Drop down menu)

- 1-10 employees
- 11-50 employees
- 51-100 employees
- 101-500 employees
- More than 500 employees

28.) In which industry does your organization operate? _____

29.) Please provide your contact information if you would like to receive more information about our services.

Name _____

Email _____

Phone Number _____

END OF SURVEY
THANK YOU!!!!!!