

Behavioral and Demographic Insights from Survey Response Patterns: A Data-Driven Evaluation

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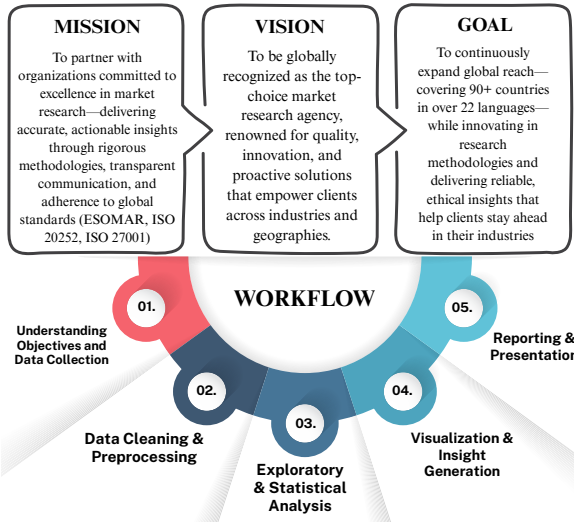
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BACKGROUND & HISTORY

- Unimrkt Research, founded in 2009 in Gurgaon, is a globally recognized market research firm operating across 90+ countries and 22+ languages.
- It adheres to international standards like ISO 20252, ISO 27001, and ESOMAR guidelines, ensuring data integrity and ethical practices.
- The company experienced rapid growth, doubling its revenue by 2013 and ranking among India's top 10 market research firms by 2015.
- In 2017, it launched Unimrkt Healthcare LLP and introduced Stock Appreciation Rights (SARs) for employee retention.
- Despite the COVID-19 pandemic, it expanded its global presence and now operates with over 500 professionals worldwide.

INDUSTRIES

- Transportation
- Automotive
- Chemicals
- Energy & Utilities
- Banking & Finance
- Food & Beverage
- Life Sciences & Healthcare
- IT & Telecom
- Media &



PRACTICAL LEARNING VS THEORETICAL KNOWLEDGE		
Aspect	Practical Learning (Internship)	Theoretical Knowledge (IIHMR University)
Application	Hands-on data handling, real-time problem-solving	Conceptual understanding of analytics, research methods
Tools Used	Applied tools like Excel, Python, Power BI on real datasets	Learned tool functionalities and statistical principles in classroom
Data Complexity	Dealt with raw, unstructured, multi-industry data	Practiced with clean, structured, often ideal datasets
Communication	Presented insights and collaborated with professionals	Wrote academic reports and participated in classroom discussions

LEARNINGS

OPPORTUNITIES

- Expansion into AI-driven analytics and predictive insights
- Growing demand for healthcare and niche sector research

STRENGTHS

- Global presence across 90+ countries
- Certified to ISO 20252 & ISO 27001
- Multilingual data collection in 22+ languages

SWOT

WEAKNESSES

- Limited brand visibility compared to top-tier global firms
- High dependency on telecom-based research methods
- Smaller team size in comparison to large research giants

THREATS

- Intense competition from global research firms
- Data privacy regulations becoming more complex
- Economic fluctuations affecting client research

OBJECTIVES

- Apply data analytics techniques to solve real-world business problems.
- Gain hands-on experience with industry tools and libraries.
- Understand corporate workflows, deadlines, and team collaboration.

CHALLENGES

- Offer soft skills and communication training sessions.
- Conduct workshops on industry tools like Power BI and SQL.
- Enhance internship support and company networking opportunities.

SUGGESTIONS

- Enhance Tool-Based Training
- Real-Time Project Exposure
- Improve Communication Channels
- Encourage Certification-Based Learning

01 Gained hands-on experience in data cleaning, transformation, and visualization.

02 Learned to work with real-time datasets from multi-industry projects. Improved proficiency in Excel, SQL, Power BI, and Python.

03 Understood the functionality of Numpy and Pandas. Earned proficiency in Seaborn and Matplotlib.

04 Learned a different data visualization tool known as Kibana.

05 I continue to learn AI&ML integration, and LOGSTASH (ELK Stack)

DISCUSSION

The project evaluated survey performance across suppliers, clients, and buyers, revealing that top-performing partners boosted completion rates. Longer surveys caused more drop-offs, highlighting the need to optimize length. Insights support better planning and collaboration.

CONCLUSION

The analysis highlighted that reliable suppliers, responsive clients, and cost-efficient buyers significantly influence survey success. Longer surveys led to higher drop-offs, stressing the need for strategic design. These insights will help improve survey methods, partner selection, and future data collection efficiency.

SERVICES PROVIDED

- Qualitative Research
- Quantitative Research
- Business Research
- Global Panel Access
- Survey Programming & Data Processing

TOP LEVEL
CEO, Founder, Managing Director, Country Head

MIDDLE LEVEL
Project Manager, Operations Manager, Team Lead, Research Analyst

ENTRY LEVEL
Data Analyst Intern, MIS Executive, Survey Executive, Research Trainee

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INSIGHTS AS PER COUNTRY CODE AND RESPONDENT STATUS(RS)

Country	Starts	Completes	RespondentStatus	Cost	Revenue	Sum_Profit	CPI	EPC	CPC
US	130074	7192	Bad IP	7,971.17	10,796.54	2,825.37	1.50	0.08	0.06
UK	17675	1145	Bad User	1,020.16	1,290.85	270.69	1.13	0.07	0.05
Australia	14424	661	Bad IP	799.13	996.72	207.59	1.51	0.07	0.05
Canada	11399	686	Bad IP	734.00	973.33	239.33	1.42	0.08	0.06
Germany	10678	1156	Bad IP	1,361.24	1,840.73	479.49	1.59	0.16	0.12
France	9431	483	Bad User	407.81	530.91	123.10	1.10	0.05	0.04
Spain	7689	670	Bad User	563.16	690.11	126.95	1.03	0.08	0.07
China	4242	707	Bad User	1,043.79	1,278.51	234.72	1.81	0.26	0.21
Italy	4043	137	Bad User	102.70	134.10	31.40	0.98	0.03	0.02
Korea	3502	448	Bad User	533.73	651.59	117.86	1.45	0.16	0.14
Netherlands	3451	374	Bad User	337.04	396.37	59.33	1.06	0.10	0.09
Belgium	3056	156	Bad User	137.34	172.18	34.84	1.10	0.05	0.04
Brazil	3055	92	Block User	76.14	93.70	17.56	1.02	0.03	0.02
New Zealand	2441	245	Bad User	216.20	255.56	39.36	1.04	0.10	0.08
Singapore	2360	116	Bad User	141.46	171.27	29.81	1.48	0.07	0.06
India	1182	46	Block User	47.99	72.70	24.71	1.38	0.06	0.04
Mexico	953	18	Client OverQuota	13.75	19.02	5.27	1.06	0.02	0.01
Philippines	815	14	Block User	13.61	18.22	4.61	1.30	0.02	0.02
Malaysia	676	34	Block User	34.43	41.79	7.36	1.23	0.06	0.05
Ireland	476	247	Client Redirect	227.25	284.03	56.78	1.15	0.39	0.31
Sweden	410	36	Block User	29.10	34.50	5.40	0.96	0.08	0.07
Poland	389	13	Client OverQuota	27.98	34.64	6.66	2.66	0.09	0.07

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INSIGHTS AS PER SUPPLIER NAME AND CLIENT NAME

SupplierName	Country	Starts	Completes	Cost	Revenue	Sum_Profit	CPI_Modified	EPC	CPC_new
Sago	US	25273	1914	1,846.71	2,260.48	413.77	1.18	0.08	0.07
Toluna	US	32834	1387	1,618.54	1,976.18	357.64	1.42	0.06	0.05
Zampila	US	15697	837	859.49	1,143.94	284.45	1.37	0.07	0.05
SG	Vietnam	9854	546	419.06	607.72	188.66	1.11	0.06	0.04
Theorem Reach	Vietnam	2386	123	108.16	134.69	26.53	1.10	0.05	0.04
Ron Yellow	US	4361	98	90.63	120.07	29.44	1.23	0.03	0.02
Quick Rewards	US	123	3	4.50	3.77	-0.73	1.26	0.03	0.04
Unique Rewards	US	37	2	3.00	2.75	-0.25	1.38	0.07	0.08
RevenueClick Media	US	3	0	0.00	0.00	0.00			
SG 3	Thailand	24	0	0.00	0.00	0.00			

ClientName	Country	Completes	Incompletes	Cost	Revenue	Sum of P	CPI_Modified	Cost_per_Complete
Lucid Link	US	1704	27508	1,644.53	2,073.60	429.07	1.22	17
Dynata Router	Vietnam	1684	25779	1,579.64	1,899.70	320.06	1.13	16
SG API	Vietnam	602	15879	725.18	966.69	241.51	1.61	35
Morning Consult	US	493	6476	498.96	615.84	116.88	1.23	16
Innovate MR	US	163	3827	214.72	295.11	80.39	1.81	32
Purespectrum	US	144	5578	174.74	254.34	79.60	1.77	52
Toluna	US	33	1608	34.53	48.12	13.59	1.46	62
Logit 2	US	78	1742	64.31	72.20	7.89	0.93	19
RepData	US	3	1950	6.28	12.00	5.72	4.00	985