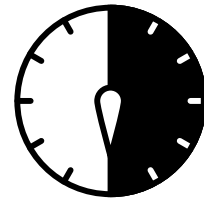# USING QUALTRICS IQ TO IDENTIFY INSIGHTS

RECOMMENDED FOR
Experienced Qualtrics users

SKILL LEVEL
Intermediate

TRAINING LENGTH
6 hours

TRAINING CONTENT

Learn how to improve your data analytics and driver analysis skills by using Qualtrics iQ to ask the right questions, analyze open text responses, determine significance, and identify key insights with statistical analysis.

+ Planning your analysis to create insights that drive action in your organization

+ Using cross tabs to perform multivariate analysis on variables

+ Determining statistical significance with Stats iQ

+ Using Stats iQ to explore customer relationships and drivers, create new variables, and begin using regression

+ Using Text iQ to form topics to understand what matters most to customers and take meaningful action

+ Communicating your analysis findings with confidence to key stakeholders in your organization

+ Identifying how to take tactical and strategic action on customer feedback to improve your customers' experience

HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

TRAINING AGENDA

This hands-on training is designed for advanced Qualtrics users who are comfortable building projects but want greater data analytics and driver analysis skills. In this training, you will learn how to use Qualtrics iQ to ask the right questions, analyze open text responses, determine significance, and identify key insights with statistical analysis.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:10 PM	**Understanding Your Research Data** Ensure your analysis is done effectively by asking the right research questions and exploring your data to preapre it for analysis.
12:50 PM	**Using Stats iQ to Analyze Research Data** Learn the basics of Stats iQ to quickly summarize customer data, explore relationships, create new variables and begin using regression.
1:30 PM	**BREAK**
2:00 PM	**Using Stats iQ to Analyze Research Data (cont.)**
2:30 PM	**Using Driver Analysis to Identify Key Research Insights** Develop your ability to use correlational and driver analysis with Stats iQ to identify key insights in your data.
3:40 PM	**Using Text iQ to Analyze Research Data** Analyze open-ended text with Text iQ to form topics so you can understand what matters most to your customers and take meaningful action.
4:00 PM	**BREAK**
4:30 PM	**Using Text iQ to Analyze Research Data (cont.)**
5:15 PM	**Communicating Your Findings Effectively** Learn how to take the key insights from your analysis and present them to key stakeholders so that they can make data-driven decisions confidently.
6:00 PM	Closing Remarks