



The importance of a key drivers analysis

A key drivers analysis (KDA) is designed to reveal the key driving factors behind consumer preferences and actions. Unlike advanced analytic tools like MaxDiff, conjoint, and segmentation, a KDA is a simple way to provide predictive analytics in a statistical analysis.

Bring key drivers into focus with aytm

Our Key Drivers Analysis solution can help identify and quantify which variables are driving KPIs like customer satisfaction, customer loyalty, likelihood to purchase, and likelihood to recommend. What's more, our experts will step in to help you go beyond simply measuring self-reported attributes and experiences to understanding their impact on your brand's key performance metrics.

[LEARN MORE ABOUT OUR KDA SOLUTION](#)



Better understand your consumer

You may know how your customers feel about your products, but decoding the reasons behind those feelings can help you build a more resilient brand. A key driver analysis will reveal the areas where you can improve the customer experience and uncover new trends and opportunities for your company to take advantage of.

INFORMED DECISION-MAKING

A key driver analysis can provide reliable quant data that allows researchers to better understand their respondents. These insights can lead to more informed decisions based on actual consumer preferences while avoiding vague assumptions.

EFFICIENT RESOURCE ALLOCATION

Identifying the key drivers of consumer behavior helps researchers target areas that have the highest potential for return on investment. This optimization of resources ensures that tight budgets are utilized most effectively, maximizing the overall impact on success.

Our solution goes above and beyond

While a KDA is a common methodology that can be applied to a variety of insights platforms, aytm's Xpert Solutions bring more to the table. These customizable templated research studies empower insights professionals to get accurate and fast results with lower effort and higher confidence.