



Turas



Transparent. Trustworthy. Tangible insights.

You've invested a lot of time and effort in your survey. When it comes to analysis, you face an impossible choice: settle for basic reports, or spend a large sum on statistics software that's complex to learn and sits unused most of the year.

Turas is a modular R-based (the leading statistics language) analytics program built for market research analysis. It gives research houses and in-house research teams access to advanced statistical analysis without having to invest in expensive and complex software.

Why You Can Trust the Results

- ✓ **Turas does not perform statistical calculations itself.** Every statistical computation is delegated to peer-reviewed, open-source R packages validated by thousands of statisticians, researchers and data scientists worldwide.
- ✓ **When you receive a Turas report, you receive results computed using the same statistical methods that power the world's best research published in peer-reviewed journals.** Your results are reproducible. You're not relying on proprietary algorithms you can't verify.
- ✓ **Every method is auditable.** All R packages are publicly available. Any statistician can inspect the exact algorithms being applied to your data.
- ✓ **Structured error handling.** The Turas Reliability System is designed to trap errors and prevent 'silent' failures where data runs but doesn't warn you of problems.
- ✓ **Your data is secure.** It runs on our machines and is not uploaded to an external AI platform for processing.
- ✓ **Ongoing development.** You benefit from continuous ongoing research and development into the Turas platform.

The Process

1

Send us your survey
and data

2

We create your
config file

3

Turas runs your
analysis

4

Receive output +
validation pack

5

Support available for
design &
interpretation

What Turas Can Do

Tabs

Standard crosstabs showing response distributions with your required banners. Includes frequency, column %, row %, significance testing, and weight application.

Weighting

Apply design and rim weights to correct imbalances in your survey sample.

Tracker

Has your brand perception shifted since the campaign launched? Track results across multiple waves with trend analysis and significance testing. Includes question mapping for surveys where numbering changes.

Confidence

How reliable is that 62% satisfaction score based on 150 responses? Calculate margin of error (for random samples), credibility intervals, and bootstrap resampling to test sample stability.

Key Driver

Which of the 15 service attributes actually drives your NPS score? Identifies which factors have the strongest relationship with your key business outcomes.

Key Driver (Categorical)

What influences whether customers choose premium vs. standard? Regression methods designed specifically for categorical outcomes like purchase decisions or customer segments.

Segment

Are you treating your customer base as homogeneous when distinct groups need different approaches? Discover natural groups using statistical clustering algorithms for targeting and strategy development.

Conjoint

If you reduce price by 15% but remove free shipping, do customers still prefer your offer? Discrete choice modelling using mlogit with an Excel-based interactive market simulator.

MaxDiff

Reveals preference rankings by asking respondents to choose 'most' and 'least' preferred from sets of items. Produces precise preference scores without forcing long ranking lists.

Pricing

Analyse price changes and behavioral effects using Van Westendorp Price Sensitivity Meter and Gabor-Granger models.

Alchemer Parser

Maintenance module for quickly converting Alchemer data into Turas format. Expandable to other platforms on demand.

About The Research LampPost

Turas is developed and delivered by **The Research LampPost**, an organisational member of the Southern African Marketing Research Association (SAMRA). Duncan Brett is a SAMRA accredited researcher with 30+ years of market research experience. If you have questions about whether Turas is right for your project, if there is interest in the statistical documentation or module-specific information, or you would like a copy of our credentials, please get in touch at duncan@researchlamppost.co.za.

Ready to discuss your project?

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