



# 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@researchlampost.co.za](mailto:duncan@researchlampost.co.za).

**Ready to discuss your project?**

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