



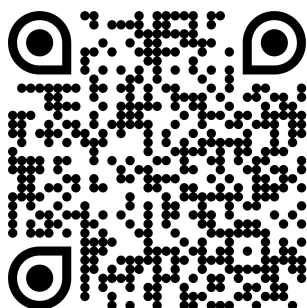
Research & Reporting Group



**Report writing & data analysis services for
government departments, agencies & councils**

Book a chat with one of our friendly team
to talk through your potential project

<https://converlens.com/book-a-call>



Or contact us by email

reporting@converlens.com

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What we do

The Converlens Research & Reporting Group provides data analysis and bespoke reporting services to government departments, agencies and councils. Our expert team of analysts, researchers and writers transform your data into insights by surfacing themes, issues and underlying structure to help you answer the questions behind the process. We can work as an independent reporting team or in direct collaboration with you to produce professional reports that meet your specific brief.

Our team uses the Converlens platform for data, search and analysis. If you are interested in seeing this in action consider setting up a demo with us: <https://converlens.com/book-a-demo>

OVERVIEW OF SERVICES

From writing up a summary overview of your submission data through to consulting on large scale data collection projects and preparing publishable reports, our team provides an array of services:

- **Project support, consulting and design:** Project data collection consulting, survey question design, project and webpage design
- **Response collection:** The software platform powering Converlens can be used to collect survey responses, document uploads and more
- **Prep, cleaning, conforming data:** In many cases data requires some level of preparation before analysis and reporting is undertaken and may include restructuring data
- **Data analysis:** This usually includes exploring:
 - **Thematic analysis** of emergent and structured (i.e. provided by you) topics and trends within the corpus of data
 - **Qualitative analysis** examining what people are saying, finding key issues, relevant supporting quotes, supporting and conflicting positions
 - **Comparative analysis** examining the differences or similarities between particular subsets of responses
 - **Sentiment and affect analysis** which is usually most informative when used as a comparative measure across response subsets or different questions
 - **Meta analysis** of elements such as contribution history, a quantitative view of numbers of submissions, web visits, depth of submissions
 - **Demographic** (age, gender, ethnicity) and **geographic** (location) reporting
 - **Statistical and quantitative analysis** of structured data
- **Report writing:** The copywriting, editing and proofing of the report outputs
- **Graphic design and infographics:** Developing look and feel, design templates, layouts, styling and general graphic design, including creating infographics for reports

TYPES OF REPORTS

We work on a wide range of projects with deliverables that come in a huge variety of styles, structures and formats. A “report” can mean a lot of different things, but here are some common types of deliverables we produce:

- **Weekly/ongoing reports:** Actively running projects often need ongoing “current reports” to keep track of the state of the latest incoming data and/or to integrate that new information into a broader backlog. These turn around in a matter of days and are typically about 2-8 pages in length.
- **The “we just need a report” report:** We can help! This is a remarkably common request and our team can work with you through the process to prepare a report that meets your requirements, all within your timeline and budget.
- **Executive Highlights & Summaries:** These are project reports often prepared for department or team Executives. We distil the high-level outcomes and cover the main issues that matter to you and your team, presenting the emergent findings. Typically 1-5 pages that covers both qualitative and quantitative data.
- **Data Overviews:** Project data can be prepared for use as an input for your team to use in their own reporting. Often this will include access to the Converlens software platform for use in further analysis or reporting by your staff. Outputs range from anywhere between 2-200 pages based on project size and requirements.
- **Feature Reports:** These tend to be public reports and usually include some combination of graphic design treatment, infographics and professional layout for printing purposes.

A broad framework we use to help classify the type of report you may be require is to consider:

- **Audience:** is this for *internal* or *external* delivery?
- **Stage of deliverable:** is the report final (for a completed project), or for an in-progress project, or is this report intended as preparatory findings for use by your team?
- **Detail:** how extensive is the analysis required (summary/detail/deep-dive)?

Who we’ve worked with

We are proud to have worked with and supported a wide-range of projects across all levels of government, including local, state and federal, from tiny internal 1-pager “insight summaries” turned around in days, through to multi-month critical public reports on sensitive topics.

Some of our notable recent projects have included:

The Independent Review of the Australian Public Service

Department of the Prime Minister and Cabinet (Federal)

A landmark review of the APS, processing over 1,500 submissions, documents and comments to provide insights, progress reports and classification of emergent themes during the course of the project, helping to inform the final review itself.

Indigenous Voice

National Indigenous Australians Agency (Federal)

Several thousand proposals and co-design group inputs to the national Indigenous Voice project were managed by Converlens; providing extensive document transcription and search capability, data collection and processing, coupled with reporting and analysis tooling for the NIAA team.

Victoria's State Forest Management Strategy 2050

Department of Environment, Land, Water and Planning (State)

Part of a major ongoing set of reviews, analysis and reports regarding the future of Victorian State Forests (including the Modernisation of the Victorian Regional Forest Agreements). Huge data sets including sources such as scans, handwritten submissions, audio snippets as well as survey data.

Boosting Female Founders

Department of Industry, Science, Energy and Resources (Federal)

A look at the state of female company-founders, understanding current trends and statistics, and plotting a path forward based on participant feedback from a million+ word data set including documents and audio interviews.

Portarlington Reserve Draft Master Plan

Geelong City Council (Local)

Local government level report for Geelong, Victoria, examining submissions regarding their Master Plan for the Portarlington Reserve. Considerations included surfacing recurrent themes and trends arising within the feedback, across demographic splits and regional geographies.

Melbourne Education Declaration Review

Department of Education (Federal)

Supported the critically important review of the Australian education system, providing collation, transcription and data consulting services. This data project informed the subsequent Alice Springs (Mparntwe) Education Declaration.

COVID Taskforce report

Department of Industry, Science, Energy and Resources (Federal)

A timely and important report prepared for the Australian Government's COVID-19 Taskforce. The report examined both qualitative and quantitative measures from a range of industry submissions regarding the issues, impacts, challenges, requirements and mitigations arising from and related to the pandemic.

Regional Tourism Review

Department of Jobs, Precincts and Regions (State)

The Regional Tourism Review was an exploration of the issues affecting local businesses and trades collected across in-person workshops and focus groups as well as document submissions and several hundred online survey responses.

Working with us

Projects usually begin with a friendly chat about your upcoming requirements, to ask questions, set expectations and define successful outcomes. Whether you're at the earliest stages and just wanting to check in, or swimming in data looking for some expert help, book a call with our team whenever you're ready and we'll be here to help: <https://converlens.com/book-a-call>

ENGAGEMENT PROCESS

Our engagement process helps to structure the project staging, but each project usually ends up defining its own plan, deliverables and outcomes which we will work with you to create. The process is split out into four major areas, from the initial setup and data preparation through to the analysis itself and the iteration and delivery of the final report.

1. Initial setup

- Initial meetings, scope definition, assigning key contacts
- Developing a project plan with timelines and deliverables
- Consulting on data collection (if required)

2. Preparation

- Data collection, conform and processing
- Report skeleton-draft structuring

3. Analysis, design and reporting

- Design of a report template
- Analysis of the data itself
- Draft report content (often modular and/or staged)
- Graphics and infographics development (if required)

4. Iteration and delivery

- Progress meetings (where required)
- Feedback incorporation and content iteration
- Proofing and copy-editing
- Final delivery

TIMELINES

Timelines are based on the requirements and constraints of the project, which always vary. Our process outlines *how* we'll work through an engagement, but the *timelines* will be driven by:

- **Your internal deadlines:** when do you need the work
- **Project scope:** exactly what needs to be delivered
- **Available budget:** to drive speed and/or scope

Most reporting projects **range from 3-8 weeks** from first contact to delivered report, varying from small “weeklies” that can be turned around in a matter of days to some of the larger reporting projects taking 3-6 months. Your project requirements will determine the delivery schedule.

URGENT REPORTS: “I NEED THIS NOW!”

The **fast-track option** is available to turn reports around within 2-5 days from a cold start. There is a *premium* attached to this service and deliverables are dependent upon the scope of work, but if you're dealing with a fire right now, we can help: reporting@converlens.com

HOW WE COMMUNICATE

Projects are conducted online, with a primary contact within Converlens acting as your liaison for updates, information and deliverables. Projects may involve multiple team members as required. Our primary communication channels include:

- **Email:** most correspondence will be conducted via email
- **Phone/video conferences:** as required by the project
- **In-person project meetings:** (currently suspended)

COVID-19 RESPONSE

In response to the COVID-19 pandemic, team members from the Research & Reporting Group are currently working remotely, and Converlens has suspended all company travel until further notice. Contact is primarily conducted by video conference, phone and email.

METHODOLOGY

Research and analysis is typically undertaken within a Grounded Theory framework that enables us to synthesise qualitative (open answer) and quantitative (structured) data sources. We typically establish a methodological approach based on early discussions with your team regarding any specific requirements you may have to help deliver context appropriate outcomes.

About your data

Converlens provides a secured Data Upload Portal to ensure that the data you send us is stored securely within our Australian data-centres (and is never sent over unsecured networks like email or Dropbox). If you have any particular requirements we will be able to assist you further.

DATA PREPARATION

Before we begin analysis, all data sources are first converted into a plain-text spreadsheet format (CSV) that is conformed and structured to match the intended analysis. This means each row corresponds to a submission and each column to a question to be analysed. This CSV file is then imported into our analysis toolchain for our analysts to work with.

Most data collection tools natively support exporting data as CSV and for many projects that is all that is required and no further preparation is necessary. However many data sources need additional work to prepare them for analysis and variously involve:

Conversion

This involves converting files into plain-text or formats that can be easily transcribed. It includes converting video and audio files to supported formats, or converting rich text to plain text. Our toolchain has automatic conversion capabilities for Word docx, PDF, .txt document files.

Transcription

Many data formats require some form of transcription in order to get them into digital plain text format. This includes video, audio and pictures of data (such as handwritten submissions, non-text PDF files and photos of physical items such as whiteboards). We offer automatic and hand-transcribed services as part of the data preparation pipeline.

Conforming

In some cases data needs to be cleaned-up or restructured before it can be effectively analysed. This usually involves either a) removing useless or extraneous elements, or b) restructuring data into an appropriate “shape”. Restructuring may be necessary in cases where the original data is “mashed together” while the analysis requires separating these out, such as when responses to multiple questions are all combined into a single answer (or document) and these need to be parsed out.

Data preparation can be a costly and time consuming task and we provide consulting services to help plan question structures and input channels to align with intended analysis and reporting outcomes. But this is not always possible ahead of time, and if you are stuck with a mountain of data prep work, we can help.

INCOMING DATA FORMATS

We work with a wide-variety of data formats that are ultimately conformed into a CSV spreadsheet format that our analysts work from. All non-CSV data formats must be converted down to plain text and into CSV so that we can import these into our analysis toolchain. We offer services to handle data format conversion for you if required.

Spreadsheet tables (e.g. CSV, Excel XLSX)

Most survey and data collection tools support producing a spreadsheet format output.

Documents (e.g. Word DOCX, PDF, .TXT)

Many projects require analysis of document records and our pipeline natively supports Word docx, Adobe PDF and plain text files. Most other document formats can be converted to one of these three formats, and we offer file conversion as a service. Note that PDFs tend to be a fairly “messy” format that often doesn’t convert cleanly and may need some degree of conforming to help clean up - if a Word docx version of PDF exists, that is almost always the better option.

Video and Audio: (e.g. MP3, WAV, MP4)

From interviews, workshops, voice notes and more, many projects capture responses to be analysed in some combination of video or audio. All video and audio files are transcribed to text for analysis and the accuracy depends on the quality of the recording. We use a state-of-the-art speech to text model to convert audio to plain text. We also offer hand-transcribed services as required. This text is conformed into the structured analysis format for reporting purposes.

Photos of data

Data can often come in the form of photos of text, things like handwritten letters, photos of whiteboard workshops and even sometimes PDFs that are simply scanned documents (images) rather than text. These files usually require a combination of conversion (changing the format), transcription (into text) and conforming (cleaning the data). We offer a combination of OCR (Optical Character Recognition) and hand transcription services in these cases.

“What if my data is in some other format?”

In many cases this is fine, and only requires a conversion into a format we can work with. Contact us if you’re unsure and have a specific format in mind.

DELIVERABLE FORMATS

Your final report is usually delivered in Word **.docx** and Adobe **.pdf** format.

SECURITY

Data security and integrity is a primary concern and Converlens has well developed security policies for our data, personnel and IT systems. We maintain data custody pipelines that ensure your data does not leave our secure systems. All data is stored in Australia for jurisdictional purposes. Access to your data is controlled by our Identity and Access Management system that ensures that the only people with access are approved staff members. We secure your data with a combination of encryption methodologies and maintain 90 day snapshot backups to ensure data integrity. At the end of a project you have the option to delete all data from the system, which is immediately removed from production systems and is purged from our secure backups after 90 days.

- All data stored in Australia
- Encrypted SSL/TLS secured data in transit, encrypted data at rest
- IRAP certified data-store Google Cloud Provider
- Identity and Access Management controls access to authorised staff only
- Secured Backups
- Deleted data is permanently and irrecoverably purged, we store nothing

Pricing & costs

Our team works with you to help evaluate and define your report requirements. We use the pricing framework detailed below to structure these requirements and inform decisions about the work to be undertaken to meet the budget and timeline constraints.

Prices vary dramatically and there really is no such thing as the “average” report. Nonetheless we find many reports **in the range of \$5k-\$20k**, while having done small reports for as little as \$1.5k and large reports over six figures. We work with you to define a scope that fits within the available budget, timelines and delivery requirements.

Our pricing framework is based on the following factors:

Volume of data: How *much* is there to analyse, is it a few dozen short-form responses, hundreds of documents, thousands of multi-question submissions or some combination? We evaluate this on both the number of records and the distribution of the number of words per record.

Format of data: The form of the records determines how much (if any) data conforming may be required. This may include restructuring, transcribing and otherwise converting things like scanned images, emails, documents, audio, video and others. Some conversions and transcription options have their own costs.

Breadth of analysis: How many “passes” of analysis are required for the report. Broadly this can be considered as “how many questions need to be answered” in the analysis. For example if you surveyed staff about working conditions and wanted to report on the aggregate results as well as looking at the differences between female and male responses, then that would require three separate passes of analysis (aggregate, female responses, male responses). Although it is not quite a linear relationship (three passes does not necessarily mean 3x more cost), the number of analysis-passes is one of the primary cost drivers in a report.

Depth of analysis: This relates to both the level of detail/depth and the type or form of analysis required. It can be broadly understood as “how many hours can be spent on each analysis pass” and is thus another primary cost driver. Depth of analysis does not need to be uniform in a report: taking the staff survey example above, you might choose to have deep analysis of the aggregate results but only a brief summary of the differences between female and male responses.

Length of deliverable report: A somewhat loose heuristic, a rough idea of “how many pages” a report should be helps to triangulate deliverable expectations which can inform costing a project.

Timeline: delivery schedules with fixed, compressed or otherwise accelerated requirements may necessitate additional resource planning which can factor into costs. Our team will be able to help discuss these requirements to ensure your schedules are met.

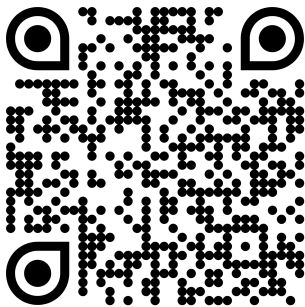
There are several cost elements that can be directly controlled by your team (particularly around data collection, data preparation, and scope setting) that can reduce the overall cost of reporting. Your budgets will drive the deliverables, and if you have a fixed budget allocation or timeline our team can work with you to design a report deliverable that meets those requirements.

We understand that every project is different and often “you don’t know what you don’t know” so it can be difficult to specify precisely what’s needed up front. Our engagement process recognises this and is flexibly designed to work within an evolving context. Our team will work with you to help design and maintain schedules and budgets in line with your needs, and we can provide options and advice regarding how to treat areas of uncertainty. Scope extension can often simply be costed on a flat hourly rate basis so there are no cost surprises.

Next steps to contact us

Our friendly team would be happy to chat to you regarding any enquiries you may have, and the best approach is to get in touch to talk to us about what you may need. Book a call with us here:

<https://converlens.com/book-a-call>



Alternatively we'd be happy to answer your questions by email, and you can reach us here:

reporting@converlens.com

We look forward to hearing from you.

c_onverlens
Research & Reporting Group

