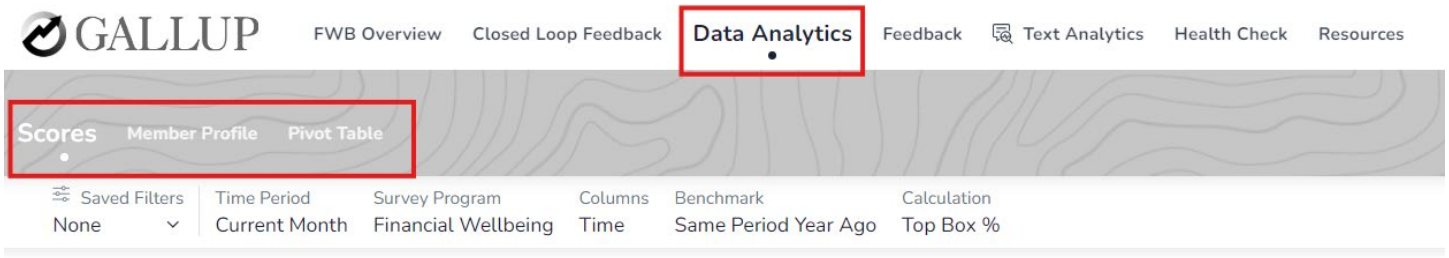
GALLUP

Medallia Reporting | Data Analytics

Data Analytics Tab

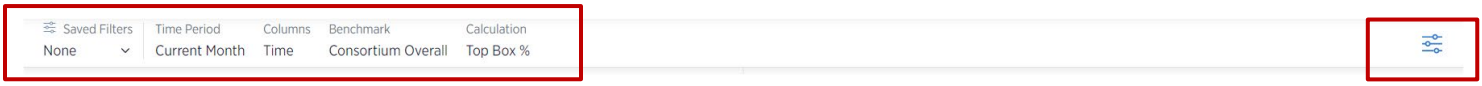
The **Data Analytics** tab enables users to quickly identify whether their scores are going up or down over time, provides item response details, and enables users to alter module criteria in order to analyze data quickly.

The Data Analytics tab includes three subtabs — **Scores, Member Profile.**

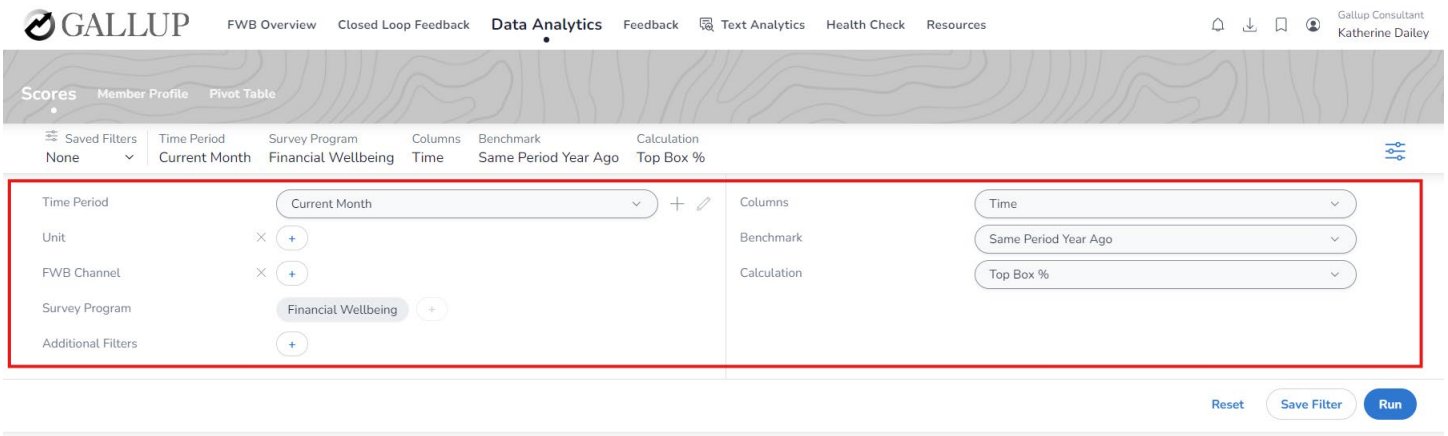


Filters | Control Panel

On each of the tabs and subtabs you will notice a control panel which enables you to filter the data shown in your report.

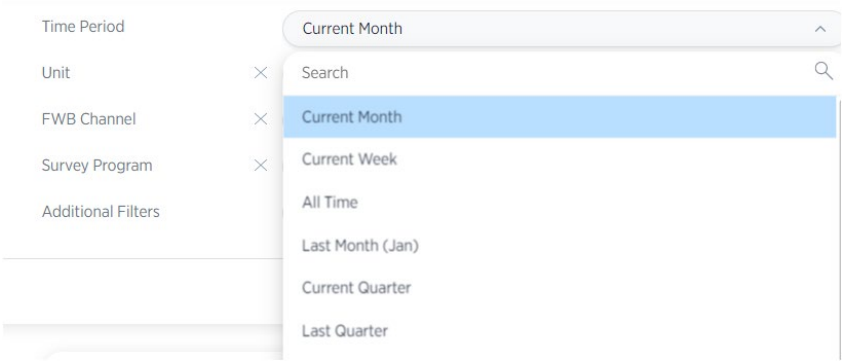


The left side of the control panel lists the **Time Period** and segment fields available for your role. The right side of the control panel includes **additional filters** that are available based on the various reporting tabs. Filters that appear will differ slightly between reporting tabs.

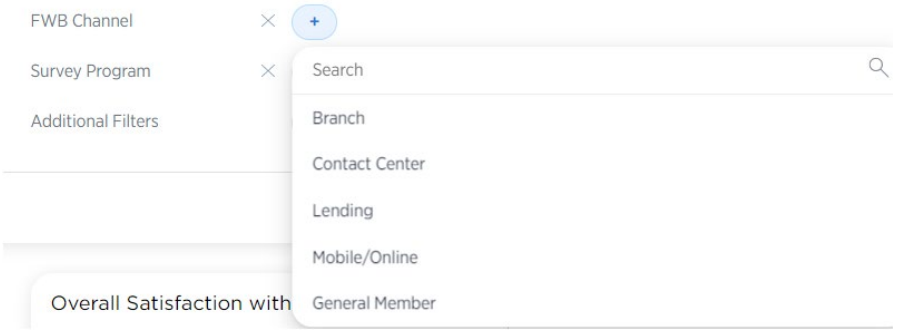


Filter options on the Data Analytics tab include Time Period, Unit, FWB Channel, Survey Program, Additional Filters, Columns, Benchmark, Calculation and Comment Field. A visual of each is displayed below.

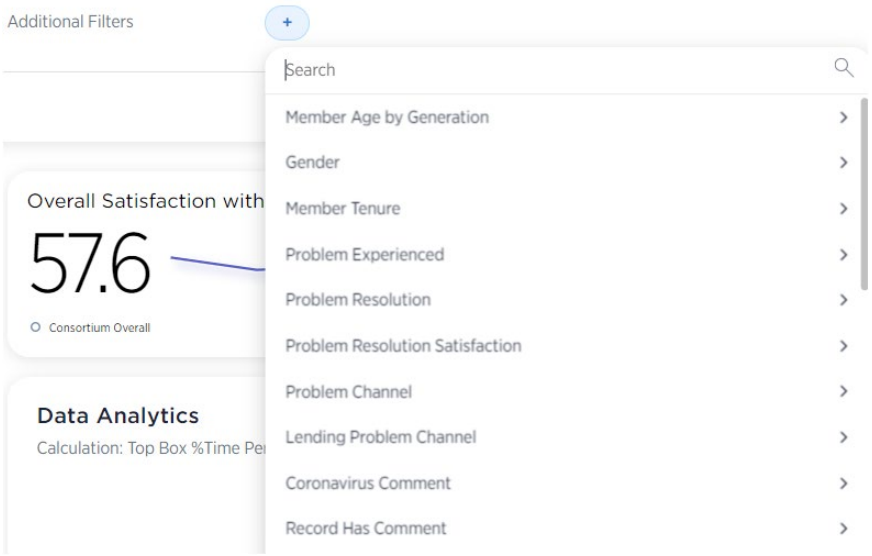
Time Period



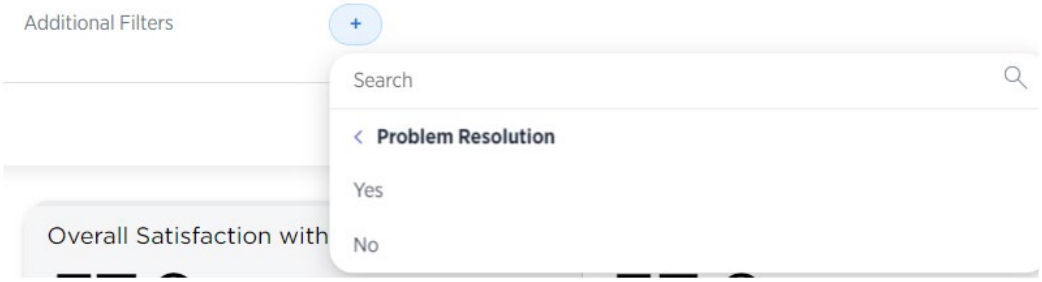
FWB Channel



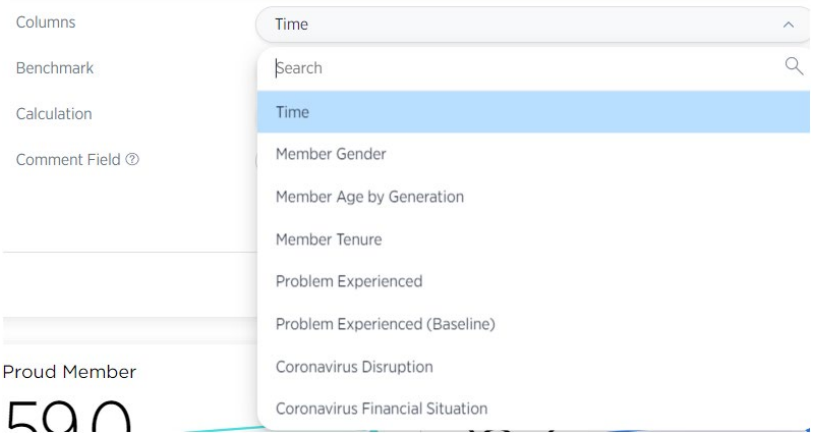
Additional Filters



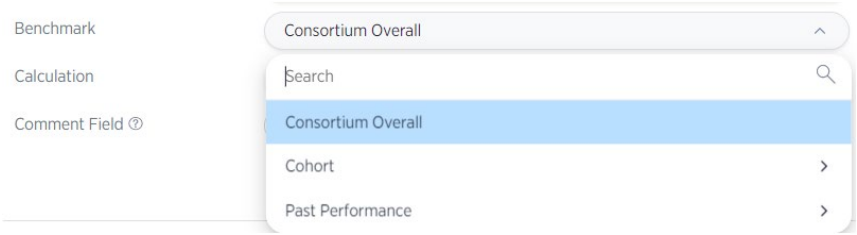
Additional Filters (sub options example)



Columns



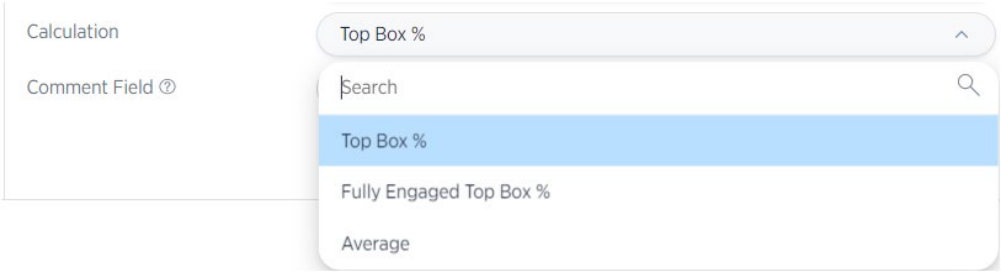
Benchmark



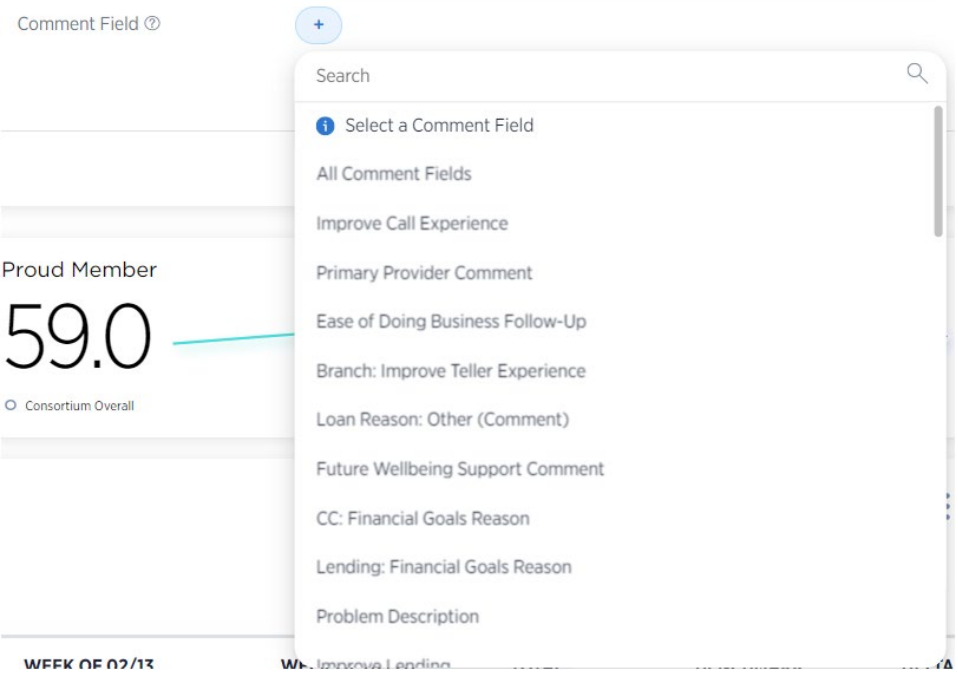
Calculation

By default, this tab displays mean scores for each item. However, use the Calculation filter in the control panel to view Top Box %.

Once you select the desired **Calculation,** click **Run** to view results.



Comment Field



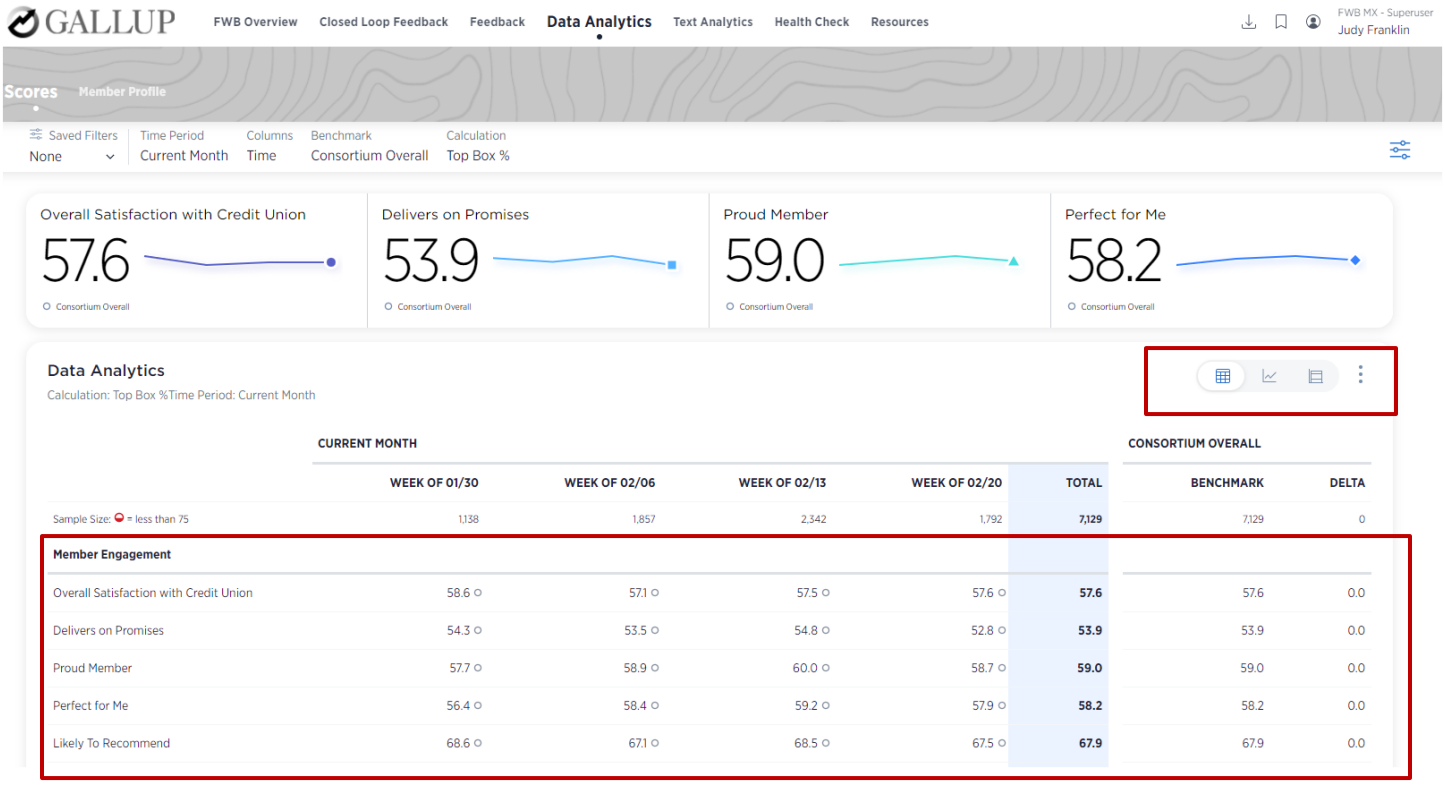
Analytics | Scores

Your **Scores** dashboard subtab includes all individual survey items compared to the Consortium Overall benchmark. The module also includes a delta to highlight gaps. This module enables users to quickly see whether their scores are going up or down over time. This is especially useful for monitoring progress against a target benchmark.

Satisfaction Table Visualization Option

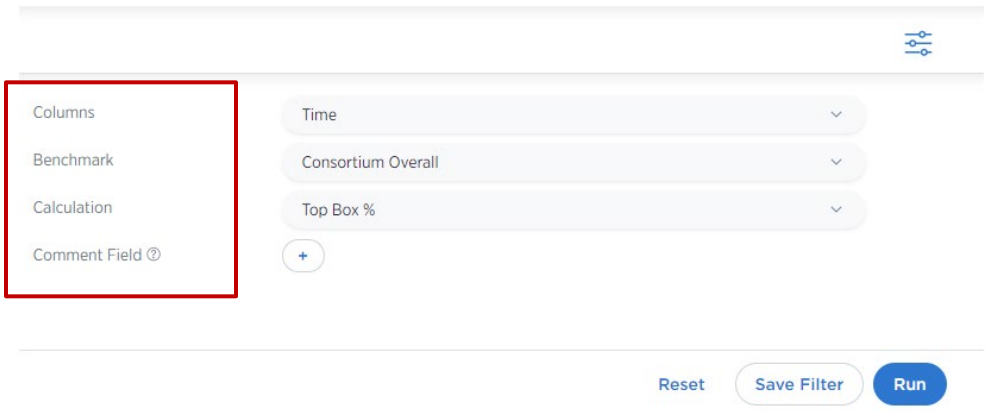
Satisfaction Table reports show rating scale questions in a tabular format and is the default view for the Scores subtab.

Visualization options available are denoted with icons in the upper right corner of the module.

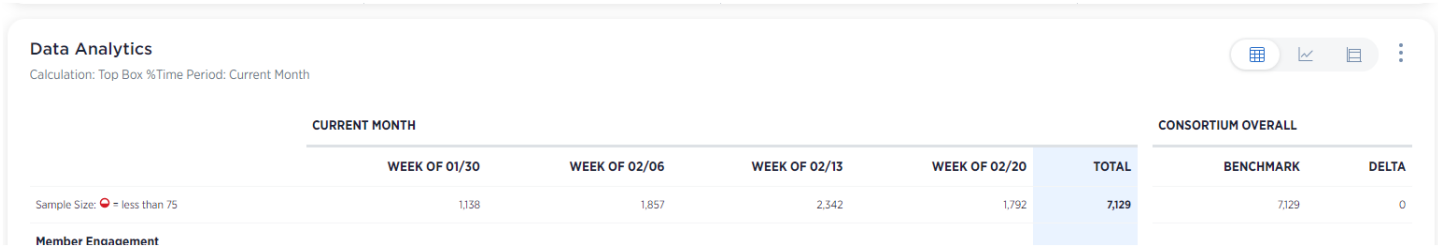


The report aggregates data based on the value chosen in the Control Panel filters.

- Use the **Calculation** dropdown to view Top Box %, Fully Engaged Top Box %, or Average.
- View segment data by selecting a value from the **Columns** dropdown
- **Benchmark** dropdown to view results against other segments.
- **Comment Field** to cut down the data for everything on the page to limit it to records that match specific topics, comment fields, and/or segments.



The first row in the table shows the sample size for each column. Rows with low sample sizes are in red, indicating that the results might not be statistically significant.

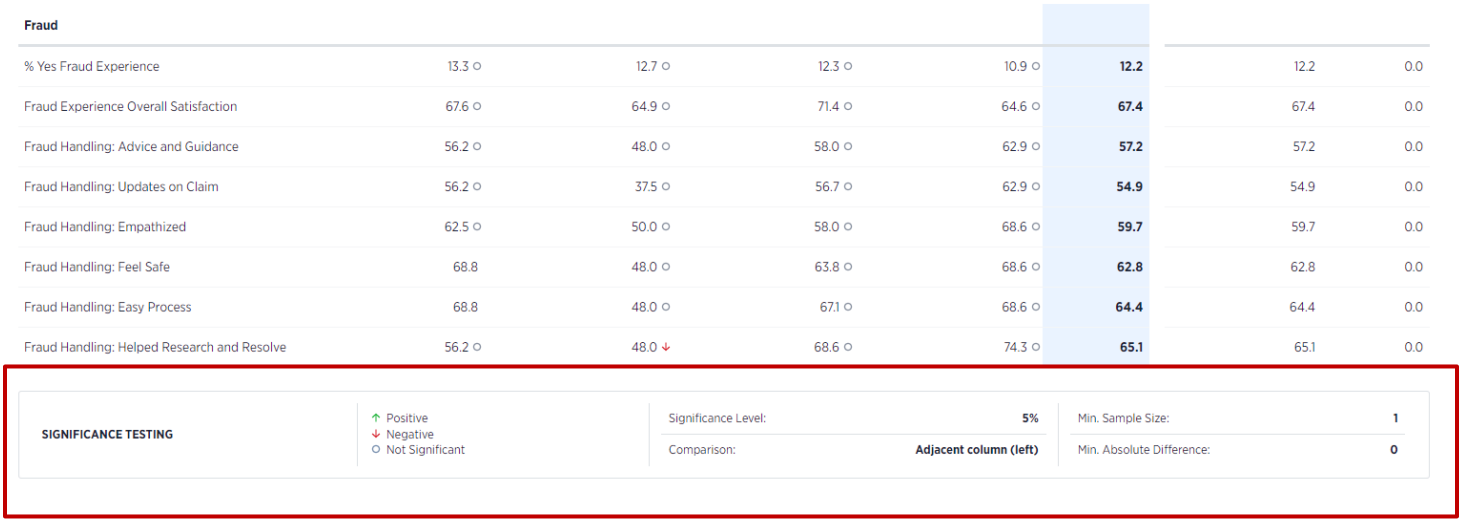


Data Analytics

Calculation: Top Box %Time Period: Current Month

	CURRENT MONTH					CONSORTIUM OVERALL	
	WEEK OF 01/30	WEEK OF 02/06	WEEK OF 02/13	WEEK OF 02/20	TOTAL	BENCHMARK	DELTA
Sample Size: = less than 75	1,138	1,857	2,342	1,792	7,129	7,129	0
Member Engagement							

You can also view the statistical significance of your results at the end of the Satisfaction Table module (shown below)



Fraud							
% Yes Fraud Experience	13.3 ○	12.7 ○	12.3 ○	10.9 ○	**12.2**	12.2	0.0
Fraud Experience Overall Satisfaction	67.6 ○	64.9 ○	71.4 ○	64.6 ○	**67.4**	67.4	0.0
Fraud Handling: Advice and Guidance	56.2 ○	48.0 ○	58.0 ○	62.9 ○	**57.2**	57.2	0.0
Fraud Handling: Updates on Claim	56.2 ○	37.5 ○	56.7 ○	62.9 ○	**54.9**	54.9	0.0
Fraud Handling: Empathized	62.5 ○	50.0 ○	58.0 ○	68.6 ○	**59.7**	59.7	0.0
Fraud Handling: Feel Safe	68.8	48.0 ○	63.8 ○	68.6 ○	**62.8**	62.8	0.0
Fraud Handling: Easy Process	68.8	48.0 ○	67.1 ○	68.6 ○	**64.4**	64.4	0.0
Fraud Handling: Helped Research and Resolve	56.2 ○	48.0 ↓	68.6 ○	74.3 ○	**65.1**	65.1	0.0

SIGNIFICANCE TESTING

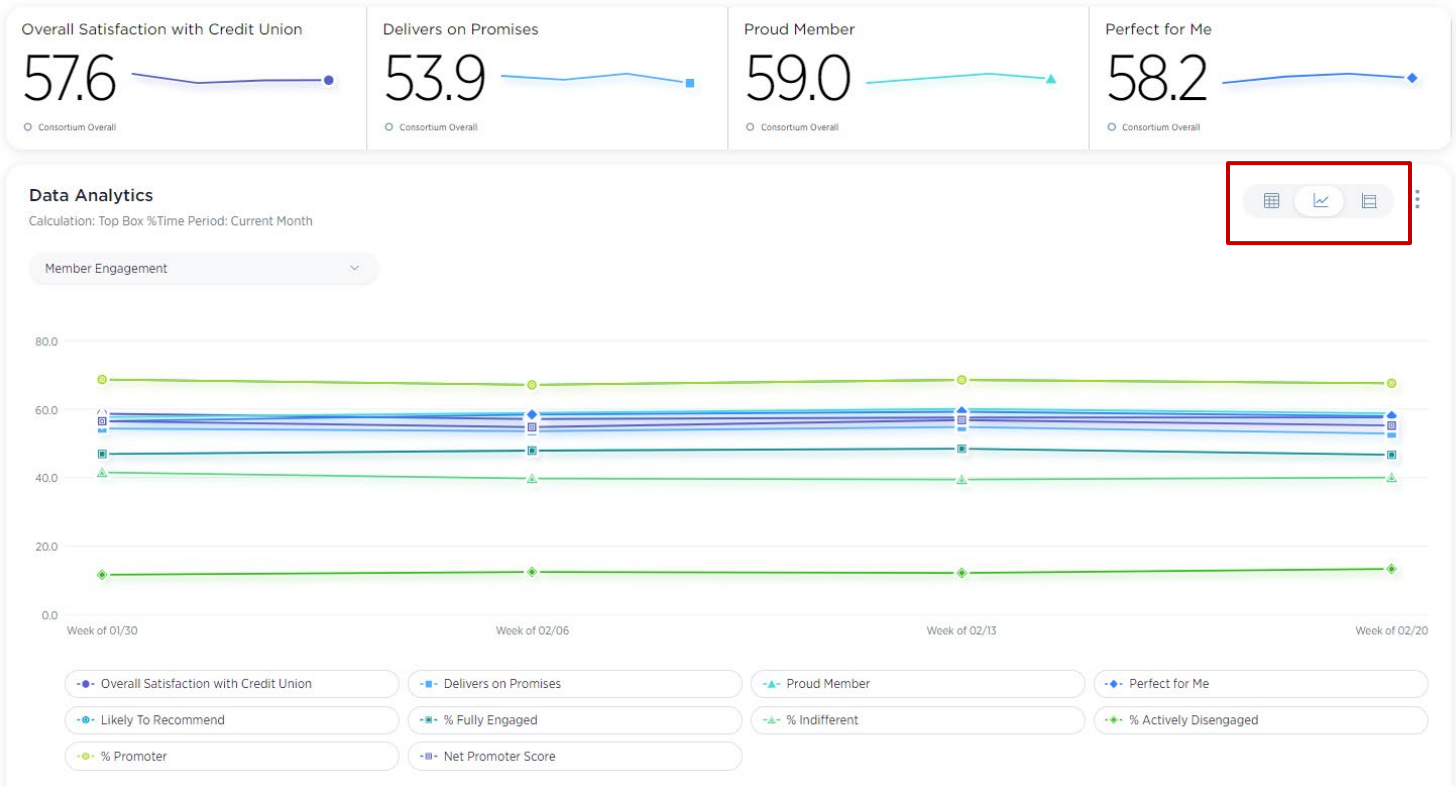
↑ Positive
↓ Negative
○ Not Significant

Significance Level: **5%**
Comparison: **Adjacent column (left)**

Min. Sample Size: **1**
Min. Absolute Difference: **0**

Satisfaction Graph Visualization Option

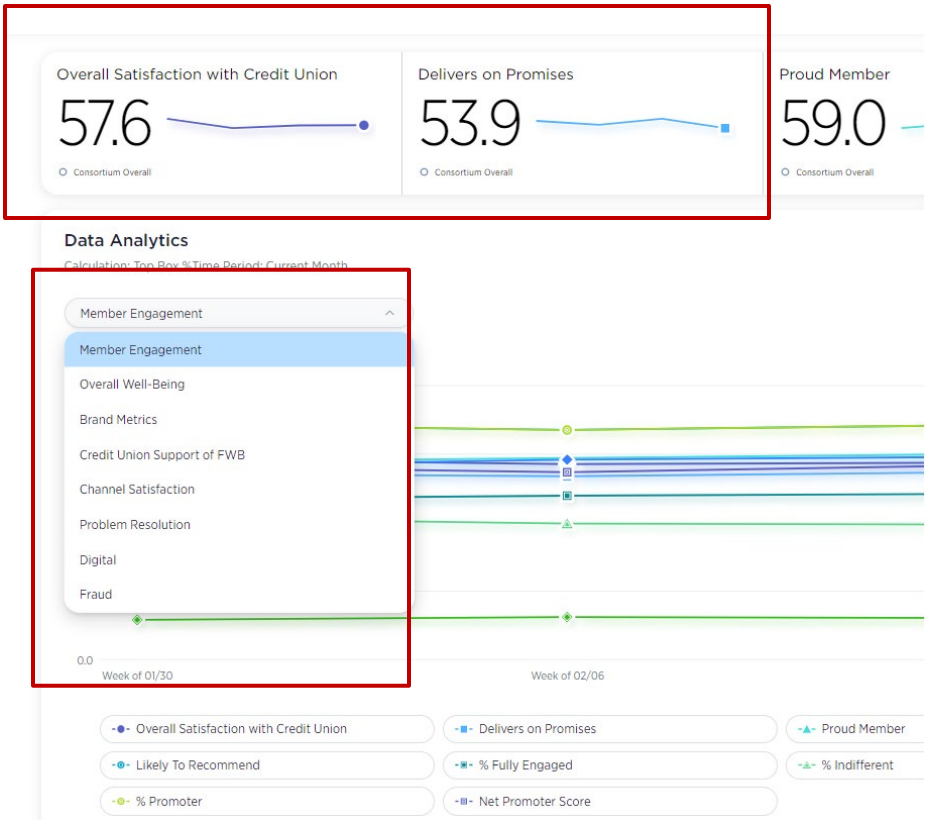
Satisfaction Graph reports display a line graph for question groups.



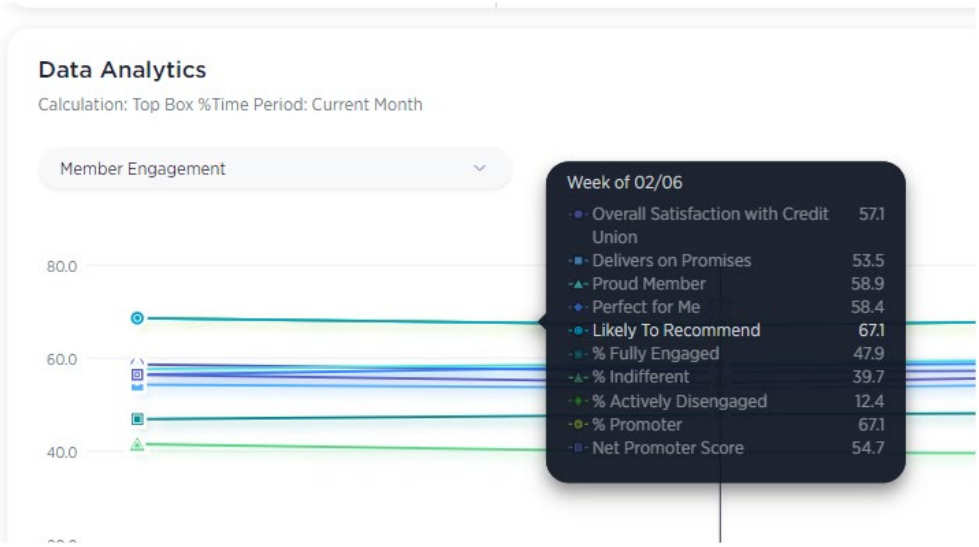
Users select a question group to display in the graph.

For example, the image below shows a line graph for a question group called Member Engagement.

Small charts above the line graph represent data for each question in the question group.

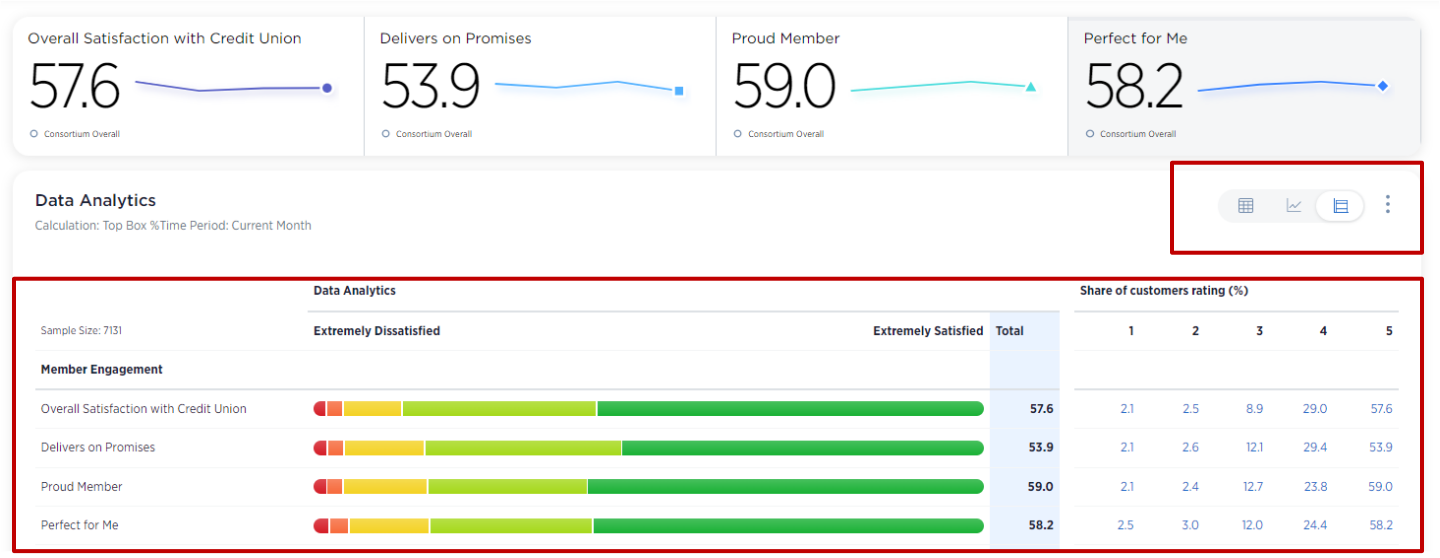


You can hover over the lines to view all data labels and values

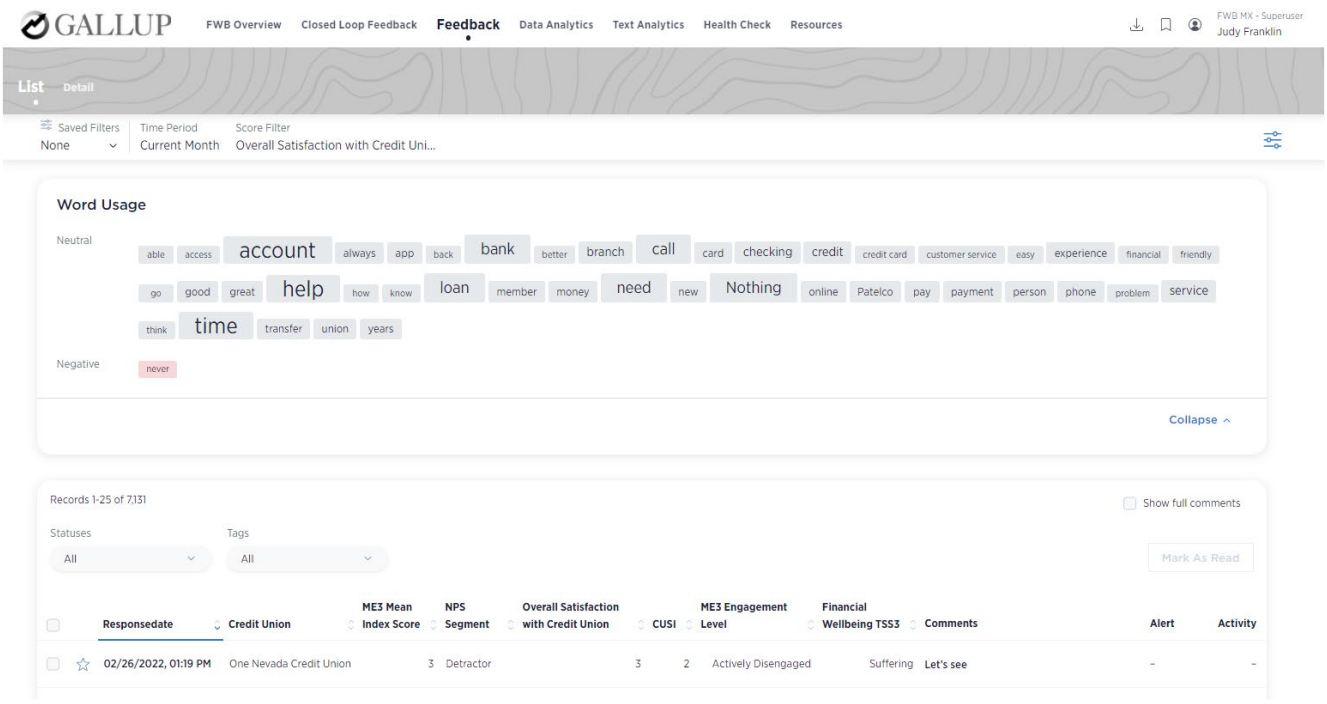


Satisfaction Distribution Visualization Option

Satisfaction Distribution reports display the proportion of customers' scores for each question. To the left is a stacked bar chart to visually indicate the distribution % 1 (Extremely Dissatisfied), % 2, % 3, % 4, and % 5 (Extremely Satisfied) responses for each question. The **Total** column is a quick reference of the % 5 Strongly Agree responses. To the right are the actual percentages for the distribution.



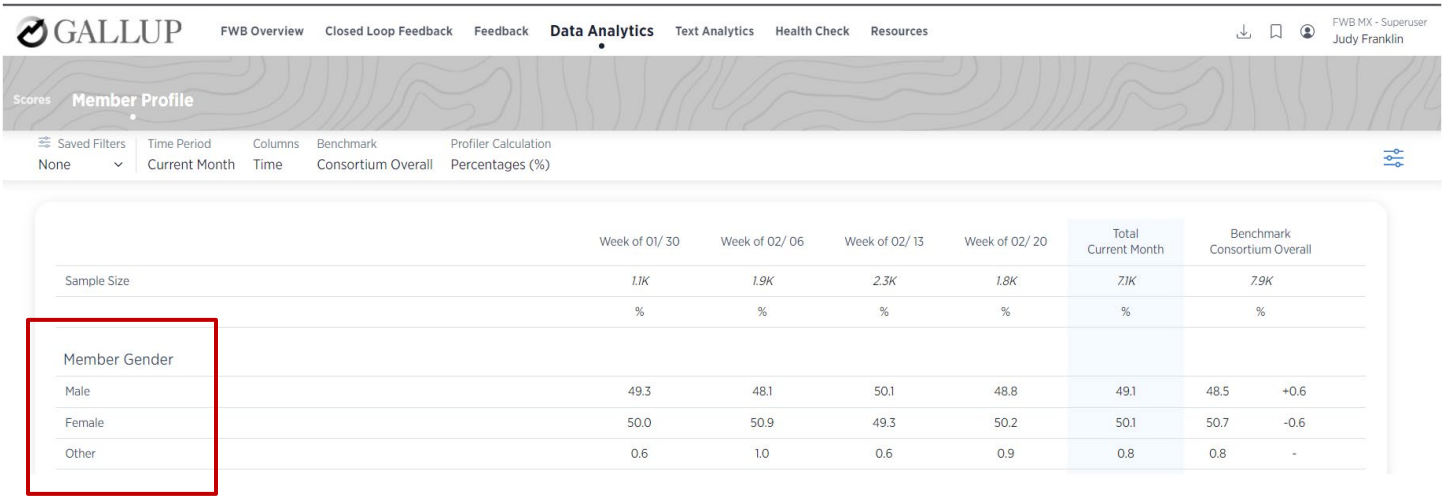
Click a percentage in the 1-5 columns to open those survey responses on the Feedback tab, List subtab report.



Analytics | Member Profile

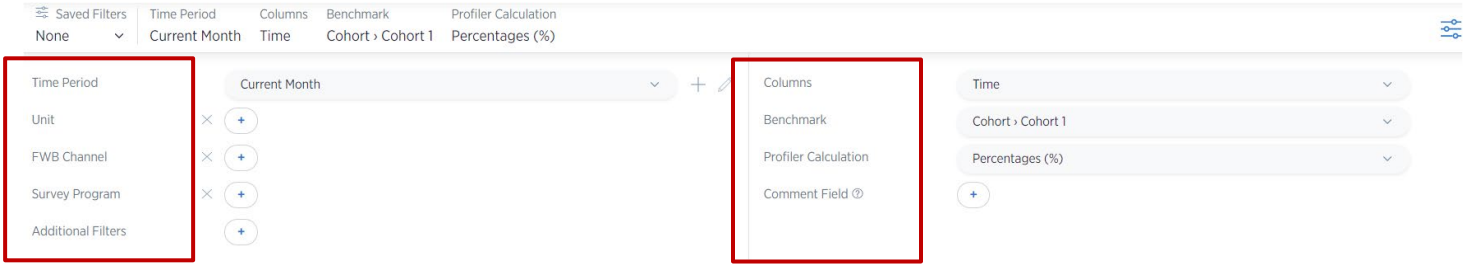
The Member Profile subtab displays results in the following categories:

- Member Gender (shown below)
- Member Age by Generation
- Member Tenure
- Problem Experienced



	Week of 01/ 30	Week of 02/ 06	Week of 02/ 13	Week of 02/ 20	Total Current Month	Benchmark Consortium Overall	
Sample Size	1.1K	1.9K	2.3K	1.8K	7.1K	7.9K	
	%	%	%	%	%	%	
Member Gender							
Male	49.3	48.1	50.1	48.8	49.1	48.5	+0.6
Female	50.0	50.9	49.3	50.2	50.1	50.7	-0.6
Other	0.6	1.0	0.6	0.9	0.8	0.8	-

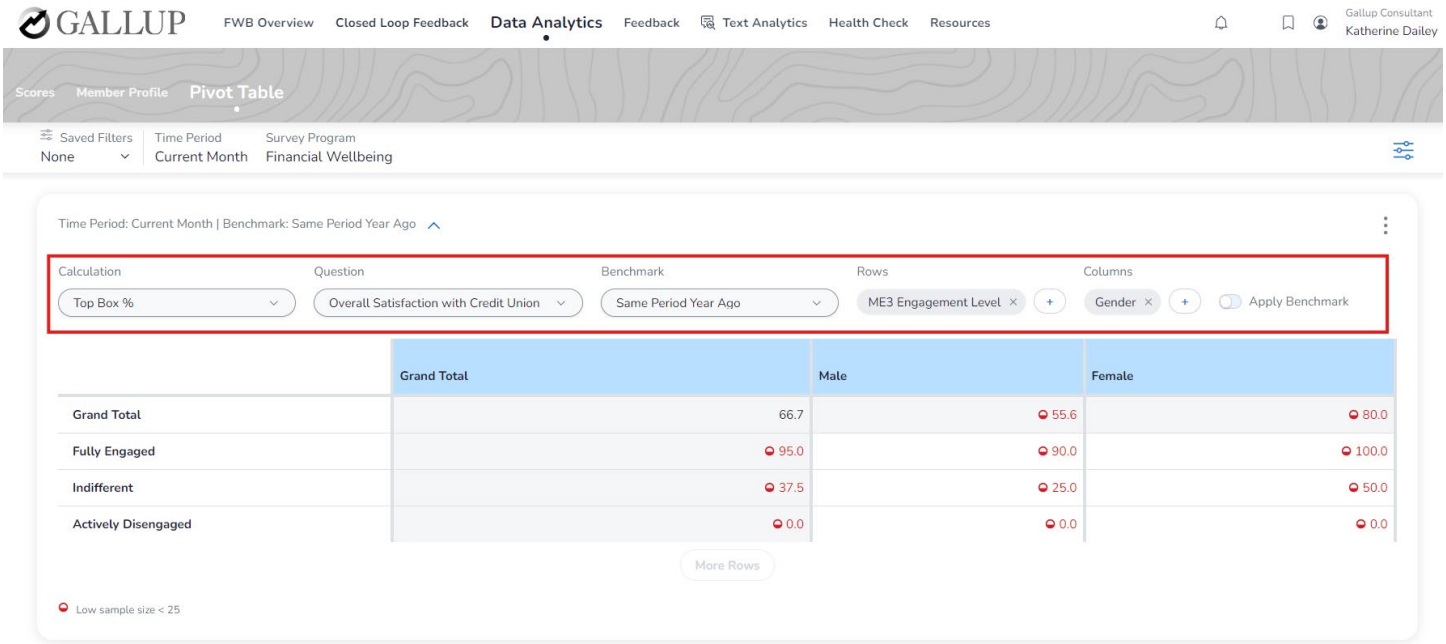
As denoted in the above Filters | Control Panel section, customize data displayed in this module using the Time Period, Unit, FWB Channel, Survey Program, Additional Filters, Columns, Benchmark, Profiler Calculation, and Comment Field filters.



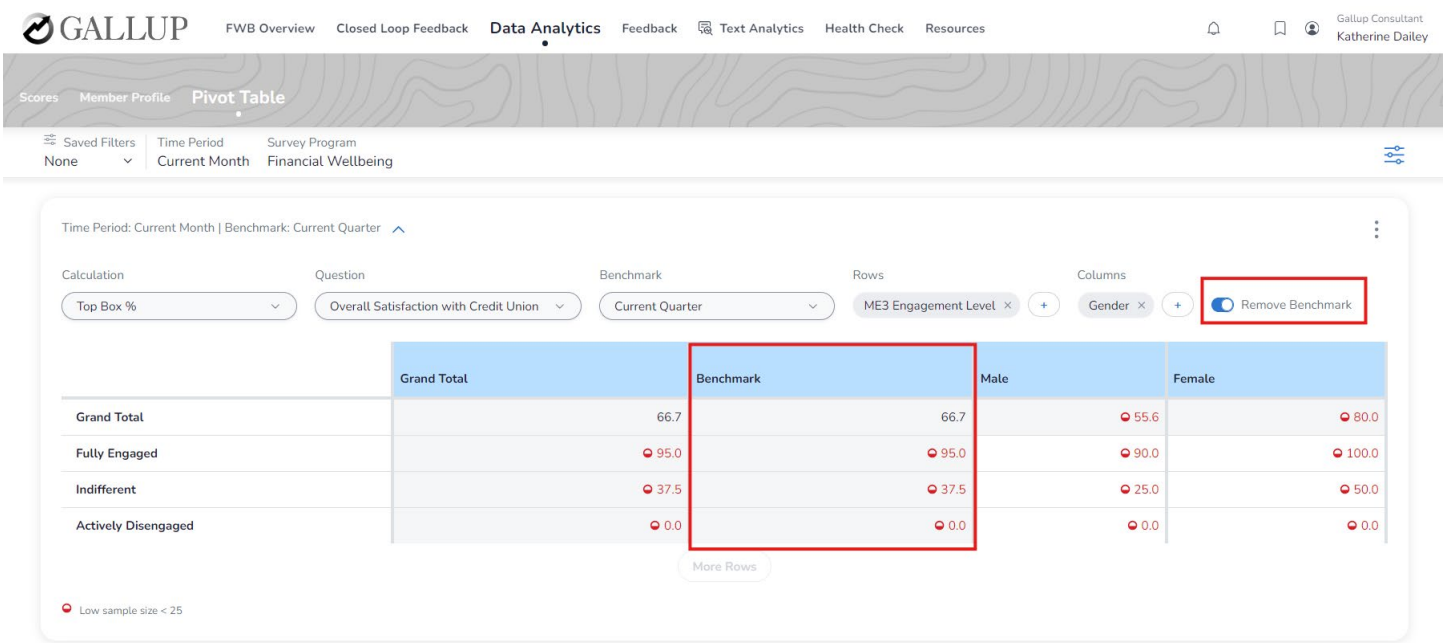
Analytics | Pivot Table

The Pivot Table subtab allows users to make ad hoc changes in the report itself to analyze data quickly.

Users should select a **Calculation**, **Question**, **Row** and **Column** to view results.

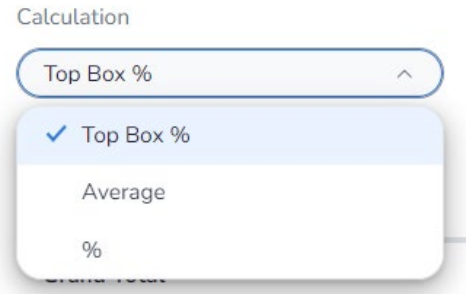


Users have the option to also apply a **Benchmark** to their custom view.

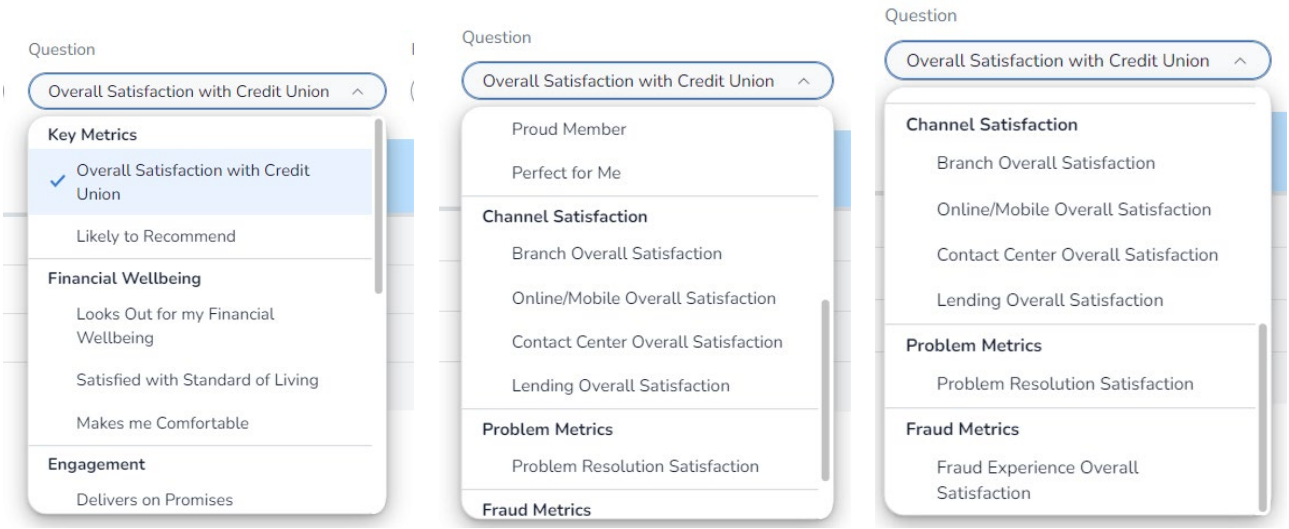


Users have the following **Calculation, Question, Rows** and **Columns** options. **Benchmark** options are currently limited to time periods only.

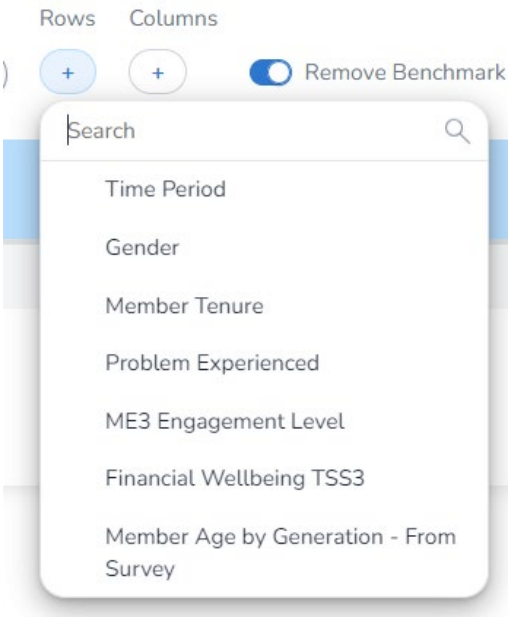
Calculation



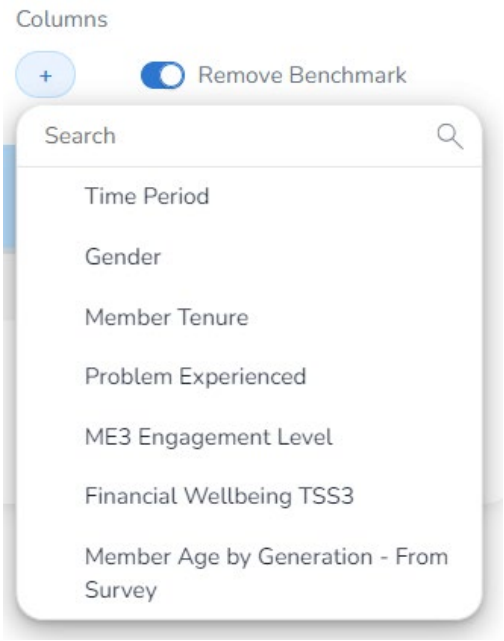
Question



Rows



Columns



COPYRIGHT STANDARDS
This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.
No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.