

Five stages.

All work in Relative Insight is organised into projects. A single project typically addresses an overarching business problem, specific client brief or area of research interest. Projects are comprised of one or more questions that correspond to specific comparisons.

This guide offers a framework for structuring your work in the platform and positioning your research to drive tangible outcomes.

.01 Define your who, what and why.

Any successful project begins with developing a clear idea of what you are researching and the motivations for doing so.

Defining who and what you are interested in learning about will help you develop comparisons. Understanding why a project is being undertaken will help focus your research on the priorities of stakeholders.

.02 Locate and download relevant data.

Now it's time to identify the text data source(s) that are most likely to contain the insights you are interested in.

Consider both internal and publicly available data sources that may be relevant. Skim through to ensure the data is representative of the people or brands you are interested in and then extract the data into a spreadsheet or text file.



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.03 Upload data and build comparisons.



With the pre-work out of the way, it's time to set up your project in Relative Insight.

New projects can be created from the project dashboard. Use the question builder to define your comparisons before being prompted to upload the data. If you need to split out your data, switch into the Data Library view to do so.

.04 Derive interesting insights.



After allowing the algorithms to fire behind the scenes, the platform will produce an output of the statistically significant differences and similarities between your data sets.

This represents all of the things that are potentially important, and then it is about extracting the most relevant, interesting and actionable bits onto insight cards that convey the key themes of the research.

.05 Take action.



The work is not over once the research is done!



Insights take on value when something is done with the **newfound knowledge**. To boost the odds of your research driving results, identify the stakeholders who need to be brought into the conversation and consider the barriers (e.g. *budget allocation*) that may surface along the journey towards outcomes.

Taking a proactive approach will help you advocate for your insights effectively.

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