

A Relative Insight project typically focuses on an overarching business problem or client brief and is composed of questions, each of which is linked to one or more specific comparisons.

While the range of use cases for Relative Insight is expansive, all projects generally follow the same four stages: *questions, data, comparison* and *actions*.



### Stage 1: Questions

Questions are used to set the parameters of your research, defining who and what you are interested in learning about. Relative Insight approaches **qualitative analysis through language comparison**, and every question must correspond to one or more specific comparisons – in this sense, specificity in your questions is important.

As you complete the process of creating a new project from your Relative Insight dashboard, the question builder will help you **define your questions**.



### Stage 2: Data

After defining the relevant questions, you will need to **source the data** to be analysed. Keep in mind that Relative Insight can work with any source of language data.

Data can be uploaded directly during the project creation process, or via the Data Library where you can also use the split and combine functions to **slice-and-dice your data** to prepare it for comparison.



### Stage 3: Comparison

After uploading data, the platform will perform a language comparison analysis and produce an output of the **significant differences and similarities** across topics, phrases, words, grammar and emotions.

Using the sentence builder to navigate through the analysis, use your background knowledge of the topics being investigated to identify the **most relevant discoveries** and add them to insight cards.



### Stage 4: Action

Insights take on value when they are used to drive action. **Share your insights with clients and colleagues** and form action plans that will ensure your research doesn't go to waste. Make sure to put in a plan for measuring results.