

## A project is focused on a single:



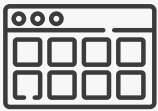
Overarching business question



Area of research



Client brief



It can be made up of multiple comparisons and several data sources, providing in depth analyses with comprehensive insights.

As an example, you may want to understand how brand conversation differs across channels to improve channel specific comms. This analysis piece will likely require **multiple data sources** and a series of **comparisons**. But because it is all focused on one unchanged business objective, this is classified as one project.

[Check out our use cases](#)

## Marking projects complete:



The platform enables you to mark inactive projects as 'completed'. This helps to keep your workspace organised and supports clear visibility into your usage.

Projects can be marked complete manually from the dashboard screen by clicking the **checkered flag icon** on a project tile. If projects remain open for eight weeks, the system will automatically mark them as complete unless your contract stipulates otherwise. In either case, projects will remain accessible on a read-only basis.

**If you think a project should be reopened, please reach out to your account manager.**

## What is a pitch project?

Alongside projects, your subscription may include a set number of pitch projects. So, **what's the difference?**

### Projects

Projects are used for comprehensive **deep-dive analyses**, and include an unlimited number of questions with multiple data sources.

### Pitch projects

Pitch projects are focused on capturing **high level insights**, often used as part of client pitches, and are comprised of up to two comparisons.

If you have any questions, get in contact with your account manager who will be happy to help!

[Contact us!](#)