



# INCREASING PANELIST ENGAGEMENT WITH ALTAIR® RAPIDMINER®

## About the Customer

National Consumer Panel (NCP) is a joint venture of Circana and NielsenIQ, two leading market research companies. Headquartered in Syosset, New York, NCP measures consumer behavior and sentiment to provide actionable, high-quality consumer purchase data in support of NielsenIQ, Circana, and their clients. By encompassing a diverse sample of U.S. consumers, NCP's longitudinal panel delivers data-driven insights that uncover the underlying reasons behind consumer behavior, shopping habits, and the buying journey, empowering retailers and manufacturers to make informed marketplace decisions.



Text analytics have helped us turn panelist feedback into insights and actionable decisions. Specifically, combining what our panelists told us with our quantitative data has led to more effective, more targeted engagement with our panelists.

Thomas Schleicher,  
Vice President of Measurement  
and Data Science, NCP

## Their Challenge

NCP Panelists use an app to report information about the items they purchased and other details of their shopping trips. In turn, many product manufacturers and retailers rely on this market research data to generate a range of consumer insights. The COVID-19 pandemic universally disrupted normal business operations, consequently impacting consumers' typical shopping patterns as well.

Among the issues were frequent stockouts due to supply chain disruptions, retail shopping restrictions (such as limited hours & reduced occupancy levels), social distancing, and illness-related employee absences.

Given the magnitude of these widespread economic impacts, NCP needed to validate whether the observed changes in panelists' reporting levels were an accurate reflection of actual behavior. Thankfully, many dedicated shoppers – who typically reported their purchase data to NCP every week – sought guidance from NCP on how to continue providing information given the new landscape which all but ensured fewer shopping trips.

In the early months of the pandemic, NCP needed to quickly combine their disparate sources of structured, quantitative data with unstructured (verbatim) feedback from panelists about how this once-in-a-century event was impacting their participation.

## Our Solution

To remedy these challenges, NCP turned to the Altair® RapidMiner® platform. Specifically, NCP selected Altair® AI Studio for its market-leading machine learning and artificial intelligence (AI) capabilities. NCP integrated data into their analytics database using a range of tools, including Altair RapidMiner, which helped them to handle a higher volume of data.

Altair RapidMiner's text analytics capabilities were particularly valuable to NCP. Altair RapidMiner can convert unstructured or semi-structured data into a more structured format for better management and understanding. Altair's text mining functions detected panelists' concerns during the pandemic and helped NCP respond quickly to developing trends.

Using Altair RapidMiner's TextMiner feature, NCP turned panelist feedback into actionable insights they could use to increase panelist participation. Combined with behavioral, demographic, and other variables, NCP determined the most prominent factors that influenced panelist participation and used them to develop tailored incentive programs. This feedback created defined segments and targeted communications, enabling NCP to further enhance established relationships with many of their long-tenured panelists.

## Results

Leveraging Altair RapidMiner for text mining both improved efficiency and boosted KPI results. Specifically, NCP increased panelist participation and discovered ways to reduce churn in the post-pandemic environment. For example, they introduced a "Did Not Shop" code to their market research questionnaires that improved panelist response rates by 50%.

The pandemic temporarily disrupted reliable panelist participation rates. In NCP's case, they tracked and forecasted "new normal" trends that predicted panelist churn. NCP created targeted communications and incentives by combining data from panelist transmissions, COVID survey responses, and verbatim panelist feedback. This increased panelist participation and survey response rates, enabling NCP to continue putting out robust, accurate data. With this method, panelist participation returned to its pre-COVID level within two months.

Altair RapidMiner helped NCP provide clients with meaningful insights following the havoc that COVID-19 wrought on consumers' shopping habits. NCP understood panelists' needs, creating incentives to increase participation. By utilizing natural language processing as part of its analytics toolkit, NCP increased panelist transmission, strengthened panelist relationships, and improved KPIs.

To learn more, please visit [altair.com/altair-rapidminer](https://altair.com/altair-rapidminer)



Data science knowledge translates into value for our business. It can come up with several solutions that can improve marketing effectiveness, reduce churn, improve cost-effectiveness, and uncover new insights through cross-functional synergies. It can help you to confirm what you know.

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Vice President of Measurement  
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