FC Analytics

**Easy and powerful data analysis and visualization**

Connected Data

Uncover powerful insights by connecting multiple data sources, including surveys, CRM systems, and more. Compare longitudinal data with a few clicks.

Fast & Easy

Conduct meaningful analysis, faster. Access PhD-level analysis tools and review automatically highlighted statisticalsignificance through an easy-to-use interface.

Visualized Results

Visualize and share your findings by creating charts and interactive dashboards, and easily export into custom templates in PowerPoint and Excel.
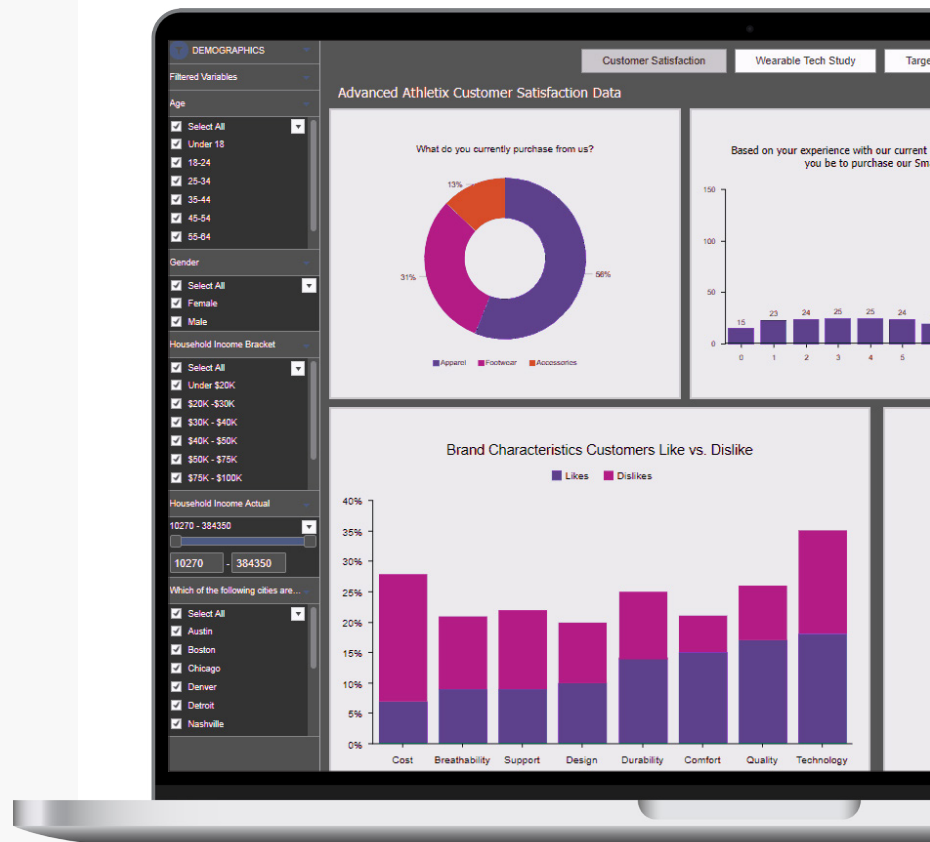
Integration Overview & Benefits

FC Analytics powered by MarketSight is a powerful addition to your Fuel Cycle community, providing you withan intuitive analytics platform for creating crosstabs, conducting statistical analysis, and generating interactive charts and dashboards to share with stakeholders. Harness every community data source for a holistic view of your customers and uncover a wealth statistically significant insights to drive better business outcomes.

Fuel Cycle

see it in action

Key Features

Insights From All Data Sources

Surface new insights from your data-rich Fuel Cycle community. Create and import custom data sets from all the data sources within your community including surveys, longitudinal profile data, demographics, CRM's, behavioral data, mobile app event triggers, and more...

Powerful and Intuitive Crosstabs

Decrease time to insight with drag-and-drop crosstab creation and the ability to manage and edit variables directly in-platform. Focus your time and efforts on analysis with automated statistical tests and calculated p-values.

Engaging Charts and Dashboards

Visualize compelling insights with interactive charts, batch chart creation, interactive controls, and export into customized Excel and PowerPoint templates. Share interactive dashboards with key stakeholders to drive datadriven decisions across the enterprise.

Advanced Statistical Analytics

Conduct advanced analysis with correlation to understand different strengths of association between variables, linear regression to create predictive models, k-means clustering to validate business assumptions about

About Fuel Cycle:

Fuel Cycle is a mobile-first market research and community intelligence platform for supercharging the relationship between brands and customers. The Fuel Cycle platform offers an easily customizable and robust solution for brands and businesses to build high-impact online experiences for their customers. Fuel Cycle provides customer intelligence for organizations across industries including media & entertainment, consumer goods, financial services, healthcare, automotive and technology.

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