

FINANCE & BANKING | THREE MARKETS

Data processing and coding for a fintech app survey

Cleaning, open-end coding and tables for a 3,000-respondent survey of mobile banking app users.



AT A GLANCE

CLIENT

Fintech research team

INDUSTRY

Finance & Banking

MARKET

Three markets

METHOD

Data processing, coding and tabulation

SAMPLE

3,000 respondents

TIMELINE

5 days

THE CHALLENGE

A fintech research team had a large survey of app users and a short deadline for its board presentation. It needed clean data, coded open ends and tables in three languages.

OUR APPROACH

Our data team worked as an extension of the client's team, inside their table specification.

- 1 Cleaned and checked the raw data file
- 2 Coded open-ended answers with native-language coders
- 3 Built tables to the client's specification
- 4 Ran a final consistency check against the questionnaire

THE RESULTS

- ✓ Tables delivered in five days
- ✓ Open ends coded in all three languages
- ✓ The client team focused on analysis, not processing

SERVICES USED

Data processing and tabulation

Extended team services

Open-end coding

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.