

Uncover rich insights instantly with your **ultimate research agent**



GEN

Hello 🙋 I'm Gen, your AI research assistant. What would you like to know about your data?



YOU

What percentage of Gen Z regularly drink low or no alcohol options, and why?



GEN

Your data shows that 42% of Gen Z regularly drinks low or no alcohol options. This is due to a strong focus on health and wellness, as well as a desire for beverages that offer functional benefits without compromising on flavor. They are also more inclined towards sustainable and transparent brands, which often align with the values of low or no alcohol products. The trend towards mindfulness and mental clarity further drives their preference for these options.

AI-driven research reimagined for speed and depth

80%

Faster than traditional research methods

1000+

Hours of research and development behind it

Unlimited

Number of questions you can ask your data

Chat with your data and unlock insights instantly

PROJECT

Gen Z: Sustainability & Consumer Preferences

What are the 3 main things people are saying?

(1) Many prioritize brand transparency in environmental impact, ethical sourcing, and sustainability, relying on detailed info and certifications to spot greenwashing. (2) Balancing sustainability with budget constraints is a challenge, leading people to upcycling, DIY, and local markets for eco-friendly choices. (3) Renewable energy and clean tech signal a brand's sustainability commitment, but consumers demand

PROJECT

Market Researcher Superpowers Study

Can you give me a summary of what they talked about regarding superpowers?

The discussion on research superpowers highlighted key desires: predicting future behaviors to anticipate customer actions, mind reading to uncover true thoughts beyond words, and time expansion to handle growing data and tasks efficiently.

PROJECT

Fast Food Soft Drink Brand Preferences

How do customizations such as flavor shots affect customer perception of choice?

Customizations like flavor shots enhance customer perception of choice by allowing for personalized and unique beverage experiences. They cater to diverse preferences and encourage experimentation, making the dining experience more engaging and tailored to individual tastes. However, too many customization options can also lead to decision fatigue for some

For answers to this, that, and everything. **Yabble it.**

Talk to the Yabble team today at www.yabble.com



GEN
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YOU
Can you provide me with a summary of the demographic make up of the study?



GEN
Here is a cross-tabular summary of the demographic makeup of the study, focusing on the mix of age and gender, presented as percentages:

Generation	Female (%)	Male (%)	Non-binary (%)	Prefer not to say (%)
Millennials (1981-1996)	13.7	14.2	0.7	0.6
Gen Z (1997-2012)	10.2	9.7	0.1	0.1
Gen X (1965-1980)	12.3	11.7	0.6	0.5
Baby Boomers (1946-1964)	9.3	10.3	0.1	0.4
Silent Generation (1928-1945)	3.0	2.2	0.1	0.2



YOU
Provide me a table of Country by mood rating?



GEN
Here is a table showing the distribution of mood ratings by country, presented as percentages of each column:

Mood Rating	United States (%)	United Kingdom (%)
Neutral	30.1	24.5
Somewhat Negative	26.3	30.1
Very Positive	5.3	3.8
Very Negative	12.2	15.2
Somewhat Positive	23.2	15.2

BENEFITS



Remove time consuming and costly fieldwork

Save up to 80% of your analysis time and move straight from business question to insight.



Use natural language to interrogate your data

Chat intuitively with your datasets to explore your data without the constraints of traditional analysis methods.



Have answers in minutes

Ask questions of your data as soon as you have them – in an easy to use chat format.

Rethink how you create insights.

You can generate insights from any type of data with Gen – both structured and unstructured – from longer qualitative interviews to shorter product reviews and even quantitative surveys. Just ask Gen your question and have game-changing insights instantly.

Have the freedom to explore your datasets.

Create unlimited insights quickly and iteratively. Generate summaries, create tables, filter your data by unlimited variables...Gen delivers insights immediately using the best natural language models and Yabble's 20,000+ hours of collective research knowledge.

No need to run cross tabs or read transcripts anymore.

Designed to help you uncover hidden insights – with Gen you can ask your data unlimited questions. Focus on a particular topic, drill down to key behaviors, uncover trends over time, or explore your data holistically.

USE CASES

- ✓ Exploratory Analysis
- ✓ Insights from Voice of Customer Data
- ✓ Brand Tracking & Competitive Analysis
- ✓ Dive into Consumer Journey Insights
- ✓ Analyze Survey & Interview Data
- ✓ Social Media & Online Discussion Analysis
- ✓ Customer Service & Support Insights
- ✓ Retail & Shopper Insights via AI Analysis
- ✓ AI-Driven Industry Trend Analysis

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