Identify What Drives Impact.
Prioritize What Matters.

The Ultimate Guide to
Key Driver Analysis

sight·x

The Effortless All-In-One Consumer Research Platform

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Introduction

In today's crowded consumer landscape, CPG brands compete not just on shelf space, but on perception. You might know your NPS or satisfaction scores, but do you know why customers choose your product over a competitor's? Is it the taste, the packaging, the price point, or just the fact that it's always in stock?

Surface-level metrics tell you what's happening, but they rarely explain what's driving it. That's where Key Driver Analysis (KDA) comes in. By identifying which product attributes or brand perceptions matter most to your customers, KDA helps you focus on the things that actually influence preference, loyalty, and sales.

Whether you're launching a new SKU, evaluating in-market performance, or optimizing shelf appeal, KDA gives you the clarity to act with confidence, and the insight to create products people come back to again and again.
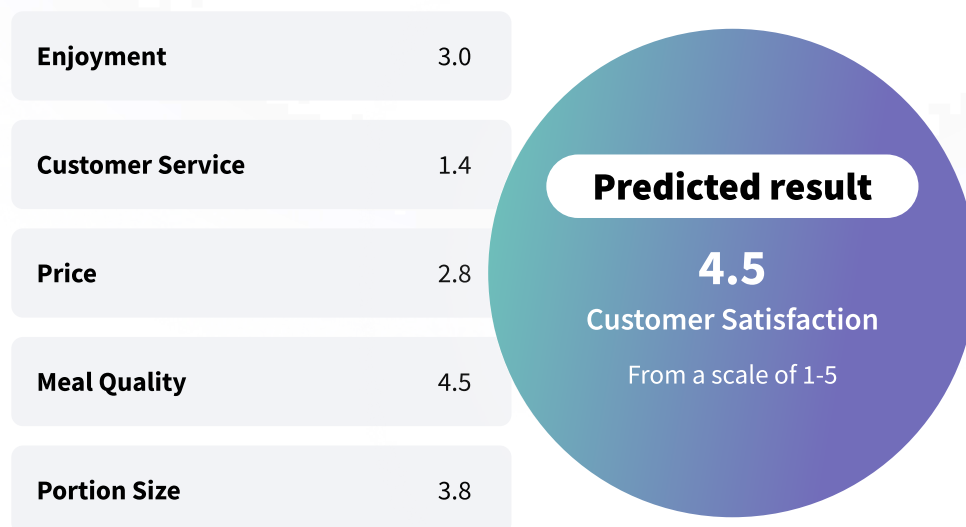
Key Driver Analysis Explained

From Data to Direction

KDA EXPLAINED IN A FEW WORDS

KDA is a multivariate statistical method used to pinpoint which factors have the greatest impact on an outcome. Think of it as a data-driven prioritization tool.

Rather than relying on gut feelings or biased interpretations, KDA offers a clear, objective view of which product attributes or brand perceptions are shaping behavior. For CPG brands, that could mean understanding why shoppers reach for your product or why they don't.

In other words, KDA is a way to figure out what matters most to your customers. Instead of guessing it uses data to show which factors actually influence how people think, feel, or act. It's like a roadmap that helps you focus on what will make the biggest difference.

Enjoyment	3.0
Customer Service	1.4
Price	2.8
Meal Quality	4.5
Portion Size	3.8

Predicted result

4.5
Customer Satisfaction
From a scale of 1-5

HOW IT WORKS:

1. **Define the outcome:** Choose what you want to optimize like purchase intent, brand preference, product satisfaction, or likelihood to repurchase.

2. **List potential drivers:** These could include factors like taste, price, packaging, availability, or brand trust.

3. **Collect data via survey:** Ask consumers to rate both the outcome and the relevant drivers.

4. **Run analysis:** Use regression or machine learning models to identify which drivers most strongly influence your outcome.

5. **Interpret and act:** Focus your strategy on the drivers that matter most and monitor performance over time.

Example: A snack brand used Key Driver Analysis to boost granola bar sales, uncovering satiety and healthiness as top repurchase drivers. This led to a product reformulation and messaging shift that increased loyalty among health-conscious consumers.

Can I Use KDA for Multiple Products at Once?

Yes. KDA is flexible enough to analyze feedback across multiple products or offerings within the same study similar to methods like conjoint analysis or concept testing. Just make sure to structure your data collection so you can segment by product or offering when analyzing results. SightX enables this type of segmentation easily through custom variables or branching logic.

Understanding Drivers in Market Research

What Drives Satisfaction, Loyalty, and Performance

WHAT ARE THE DRIVERS?

Drivers are the individual features, experiences, or perceptions that influence a specific business outcome. These outcomes can range from brand preference to purchase intent or repeat buying behavior.

Not all drivers carry equal weight. Some may have a minor impact, while others (the key drivers) are powerful levers for change.

For example, key drivers of product satisfaction might include taste, price, packaging appeal, or availability. In brand perception studies, trust, sustainability efforts, or emotional resonance may shape consumer opinion.

Depending on your industry, audience, and objectives, your set of drivers will vary, but KDA helps isolate the ones that matter most. KDA helps prioritize the drivers that actually move the needle, so you can act strategically.

WHY CUSTOMERS CAN'T ALWAYS TELL YOU WHAT MATTERS

Directly asking customers "What matters most?" often leads to misleading data. Here's why:

- **Cognitive Limitations:** People aren't always aware of what drives their behavior.

- **Social Desirability Bias:** Respondents tend to answer in ways that make them look good.

- **Oversimplification:** Rankings miss real-world complexities and trade-offs.

- **Subconscious Behavior:** Many decisions are driven by factors people can't articulate.

KDA sidesteps these pitfalls by relying on statistical correlations between behaviors, perceptions, and outcomes, not just stated preferences.

HOW DO I PICK WHICH DRIVERS TO TEST?

Start by identifying the features, experiences, or brand perceptions you believe could be influencing the outcome you want to improve. These can be pulled from past research, customer feedback, stakeholder hypotheses, or qualitative interviews. Ideally, you want a balanced mix of functional drivers (like price or service) and emotional drivers (like trust or satisfaction).

HOW DO I KNOW THEY'RE THE RIGHT DRIVERS?

The strength of your KDA depends on the relevance and comprehensive nature of your driver list. If you're unsure, start broad and let the data guide you. After your first run, refine based on what's proven significant. If you're using SightX, our pre-built templates and AI-assisted question generation can help ensure you're capturing high-impact variables.

Benefits of
Key Driver Analysis

How Clarity Drives Performance

Key Driver Analysis isn't just another research tool, it's a strategy enabler.

WHY IT WORKS:

- **Sharpen Focus:** By identifying the few drivers that truly move the needle, you can stop wasting energy on initiatives that look good on paper but don't affect outcomes.

- **Boost ROI:** Effort aligned with key drivers delivers exponentially better returns. Why invest in a costly product redesign if customers value ease of service more?

- **Cross-Team Value:** Marketing can use it to refine messaging. Product can prioritize features. CX can enhance touchpoints. HR can boost morale. The applications are endless!

- **Customer-Centric Decisions:** Rather than guessing what matters to your audience, let your data guide you and let the SightX dashboards show you the way.

- **Gain Competitive Edge:** Knowing what to double down on (and what to ignore) can create differentiation. Your competitors may be chasing the wrong priorities while you're laser-focused.

How to Run a
Key Driver Analysis

Step-by-Step with SightX

A STEP-BY-STEP "HOW TO"

Running a KDA is easier than ever with SightX.

Here's the simplified process:

Create an Experiment
Choose "Key Driver Analysis" in SightX

1

2

Set Objectives
Define what you're analyzing (e.g., purchase intent, brand perception)

Choose an Outcome Variable
Use likelihood to repurchase, brand consideration, or a custom metric

3

4

Customize Drivers
Add the attributes you believe might influence that outcome like taste, packaging, price, etc.

Collect Data
Launch your survey to panels or CRM audiences

5

6

Analyze
Use SightX's quadrant chart to map importance vs. performance

SightX makes it easier than ever to design and run a Key Driver Analysis

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2 Key Driver Analysis

Content & Settings   Conditional Display

Product or Service Description
Explain to respondents what your product or service is and what it does

| Normal | **B** *i* 🔗 | ☰ ☰ ☰ | ☰ ☰ |

Please write a description of your product here. The description will appear in your test.

Image   🖼 myconcept.png   Change image

Key Driver questions

2 - Q1 Customer satisfaction ⓘ   Preview

Overall, how satisfied were you with your experience? ✎

Type of scale   Scale options
Likert ⌄   1 - 5 ⌄

1	Dissatisfied	Lowest
2	Somewhat dissatisfied	
3	Neutral	
4	Somewhat satisfied	
5	Satisfied	Highest

2 - Q2 Churn question (Optional)   🟢 Include question | Preview

How likely are you to use another product the next time you make a purchase? ✎

Type of scale   Scale options
Likert ⌄   1 - 5 ⌄

1	Dissatisfied	Lowest

SightX's no-code quadrant chart makes it easy to visualize Key Driver Analysis results: mapping each attribute by importance and performance in one clear, actionable view. Instantly identify what matters most, from areas of strength to opportunities for improvement, so you can prioritize strategy with confidence! No coding or complex modeling required.

QUADRANT INTERPRETATION:
- **Green** = High importance, high performance: Promote
- **Red** = High importance, low performance: Fix now
- **Yellow** = Low importance, high performance: Maintain
- **Purple** = Low importance, low performance: Low priority
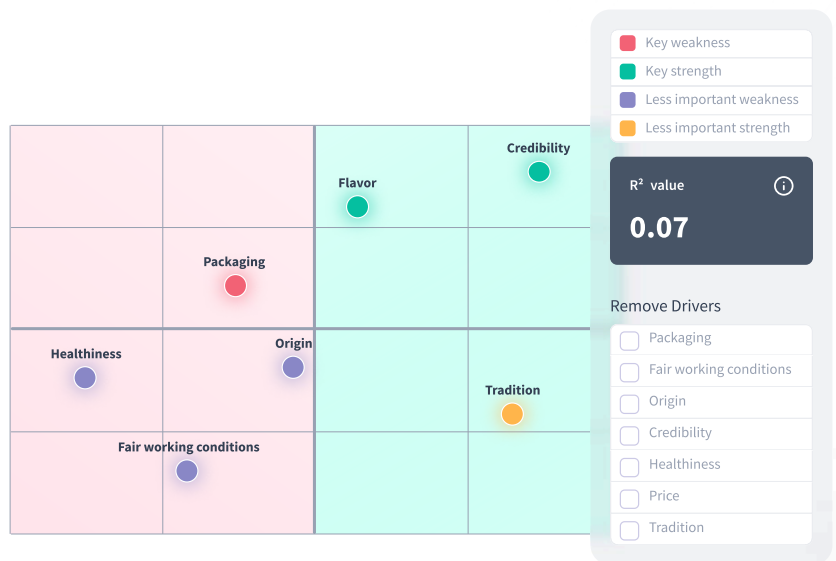
Best Practices & Pro Tips

- Limit to 10 drivers to avoid noise
- Mix emotional and rational variables
- Tailor surveys by segment
- Use follow-ups or open-ended questions for context
- Run quarterly to track shifts
- Benchmark against competitors if possible

Best Sample Size for KDA

Your sample size depends on the number of drivers you want to test. As a general rule, aim for at least 10 responses per driver. For example, if you're testing 10 drivers, try to get a minimum of 100 responses. That said, larger samples (200+) offer better statistical confidence. With SightX, the platform automatically flags when your sample may be too small for reliable KDA results.

In Conclusion

MOVE FROM METRICS TO MEANING

Key Driver Analysis isn't just another tactic, it's a strategic framework for clarity, prioritization, and smarter decisions. It helps you move beyond surface metrics and uncover what really drives outcomes like customer satisfaction, loyalty, or engagement.

And while the methodology is powerful, execution matters. That's where SightX comes in.

With an end-to-end platform for survey creation, data collection, and real-time analysis, SightX streamlines every step of your KDA workflow. There's no need for coding or complex manual modeling. Our advanced analytics run quietly in the background. When you're ready to interpret results, dynamic quadrant charts visualize insights instantly, so you can act with confidence.

ADD TO THAT:

A.I. enhanced survey creation to speed up design, and access to our research team for expert guidance when you need it.

Whether you're optimizing product formulations, launching new packaging, or expanding into new retail channels, SightX helps ensure your focus is where it counts most, on what truly drivers consumer preference and repeat purchase.

About us

SightX is an all-in-one consumer research platform that combines advanced survey methodologies with a user-friendly experience, automated analysis, and visualization to deliver real-time insights.

With access to over 100 million qualified consumers worldwide, it offers a comprehensive suite of tools—including audience segmentation, concept testing, and pricing strategy optimization, among others—to support any research use case and any team.

SightX by Ada, a generative AI-powered research consultant, will streamline the research process by quickly analyzing open-ended responses and creating executive summaries with a single click.

Access in-depth, automated insights and fuel your growth with the SightX consumer research platform that puts you in the driver's seat of success.

Want to learn more? Schedule a <u>free demo</u>, or reach out to us at <u>hello@sightx.io</u>.

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