

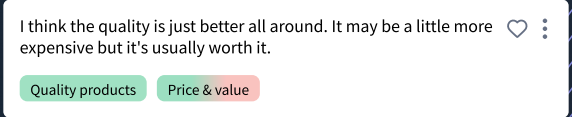
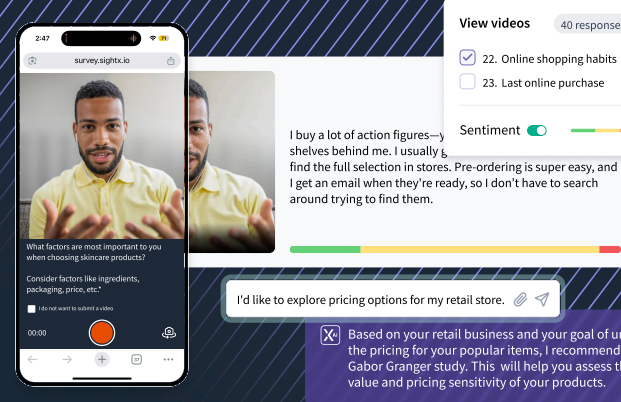


Human-Centered AI for Modern Research

Turn Data Into Decisions, Faster

SightX brings AI and automation to every stage of the research journey, helping teams move from raw data to actionable insight in a fraction of the time. Our AI capabilities are designed to do the heavy lifting so researchers can focus on interpretation, strategy, and impact.

From generative AI assistance to advanced segmentation, video analytics, and text analytics, SightX delivers enterprise-grade intelligence in an intuitive, end-to-end platform.



Ada: Your AI Research Partner

Ada is SightX's AI consultant, embedded directly into the platform to support teams across the entire research lifecycle.

- ✔ Designs surveys from scratch or transforms content from Google Docs or Word into survey-ready formats
- ✔ Accelerates analysis with sentiment and thematic understanding
- ✔ Generates executive summaries and insight-ready narratives
- ✔ Drafts content and recommendations based on study results

Why It Matters

Ada doesn't replace researchers, she amplifies them. By automating repetitive tasks and accelerating synthesis, Ada gives teams back their most valuable resource: time.

Advanced Automated Segmentation

SightX's AI-powered segmentation uses advanced statistical and machine-learning techniques to uncover meaningful audience segments automatically.

Built-in intelligence includes:

- ✔ K-Means Clustering
- ✔ Latent Class Analysis
- ✔ Principal Component Analysis

The Result

Segmentation without complexity. By automating advanced clustering and analysis, teams uncover meaningful audience groups faster, moving from data to strategy with confidence.

