

# How can I create market research?

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Synaptic Research can be used for any number of generic research purposes, as well as for providing advice to clients:

- Build spreadsheet-style grids of data which can be filtered and sorted near-instantly regardless of their size.
  - Compare specific contracts.
  - Generate factsheets for contracts and funds.
  - Create league tables of contracts using any combination of ranking criteria.
  - Reload existing research, use old research as a template for new research etc.
  - Send research electronically to colleagues.
  - Export data to Excel (if your firm has purchased the Export functionality), or generate reports in PDF form.
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