# How Amazon is Leveraging Researcher-Driven AI

for Hybrid Quant + Qual Research

# Today's Speakers

**Aneesh Dhawan**

Co-Founder
& CEO

knit

**Sarah Kling**

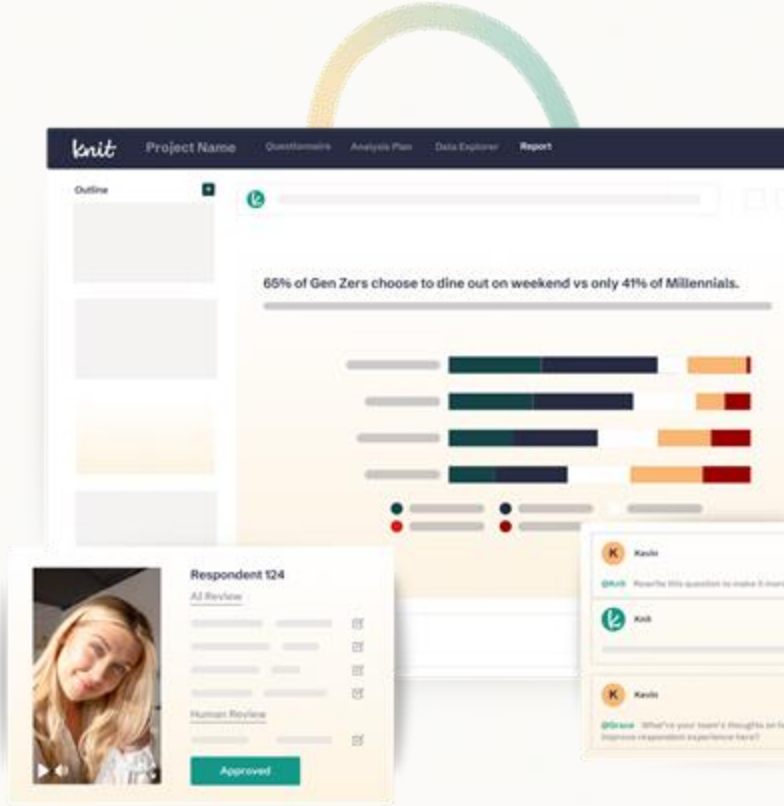
Sr. UX Researcher at
Amazon (Apps and Games)

amazon

# A bit about Knit

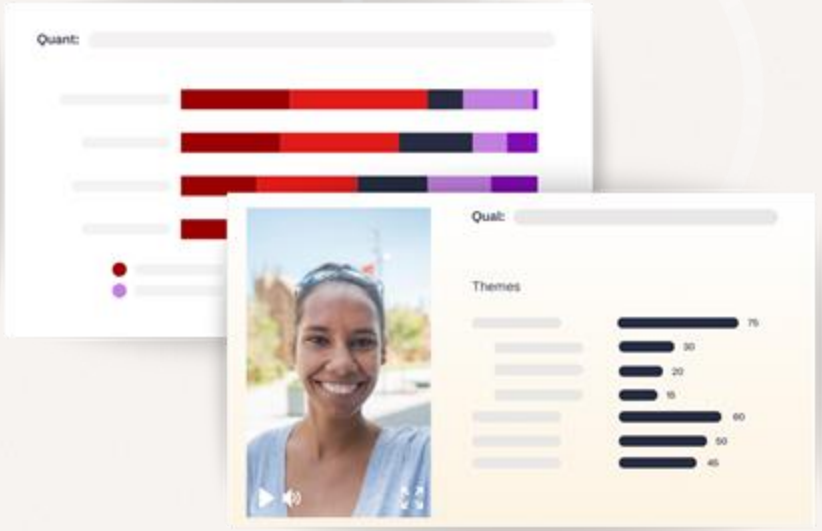
Knit helps researchers run agency-quality **quant + qual research** at DIY costs & speed, by taking the most time-intensive research tasks off their plate through **Researcher-Driven AI.**

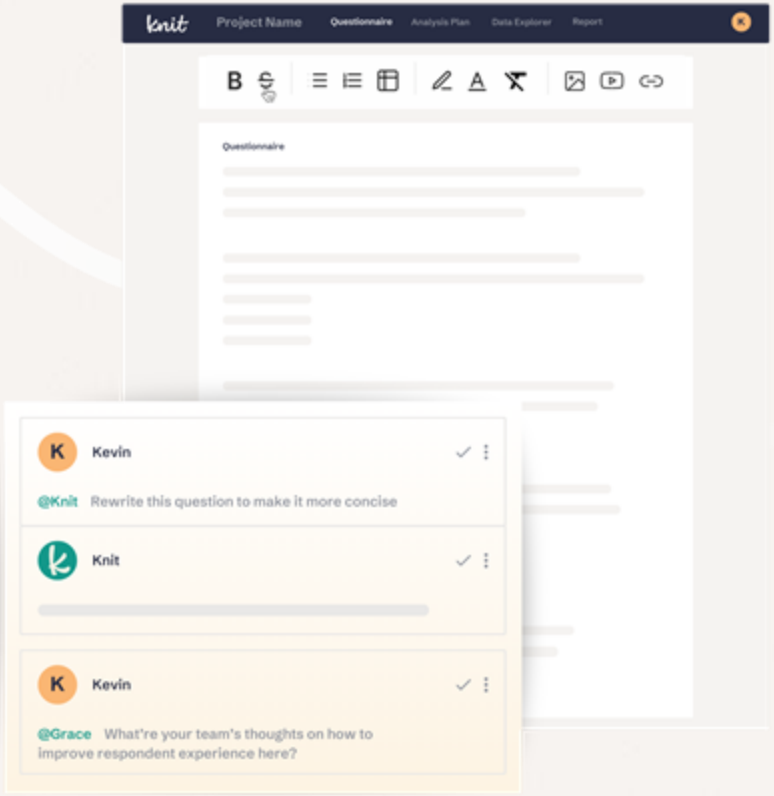
Trusted by 100+ Brands



# Quant & Qual in a single study

Access the hard numbers through quant for the **“what,”** with the **“why,”** reasoning, and emotions of qual in a single study.



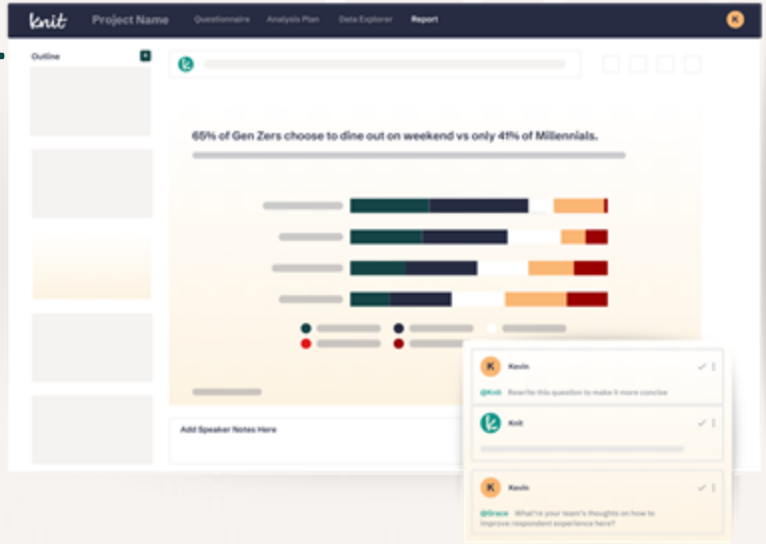



# Time-Intensive work, Automated with AI

Let Knit draft your questionnaire, identify key themes, or format your report, so you can **spend your time on what matters most.**

# Topline Report within 24 hours

Run **2-3x more research**, as Knit gets you from research objectives to a topline report complete with key takeaways, recommendations, visualizations, showreels and more.



# Dedicated Researcher at every step

To ensure you're 100% pleased with your final output, your own **Dedicated Knit Researcher** – who understands your organization and research objectives – polishes every output, at every stage, before it ever meets your eyes.

# Amazon’s Research Function

# Amazon's Opportunities

## For Its Research Function

*Prioritize*

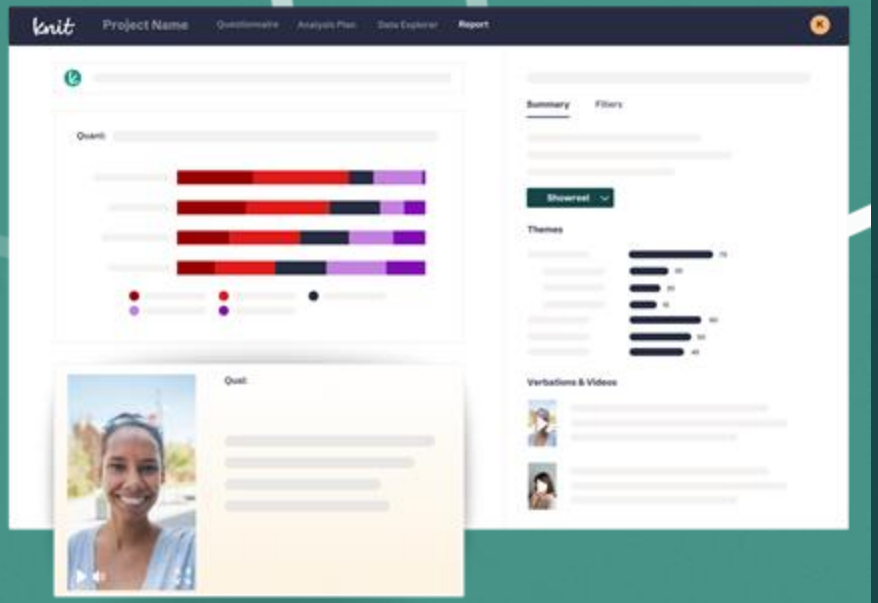
**Expanding the Team's Qual *(& Quant)* Capacity**

*Begin*

**Accelerating Speed to Insights**

*Continuously*

**Evolving Amazon's Research Toolkit**




# Expanding the Team's Qual *(& Quant)* Capacity

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# Accelerating Speed to Insights

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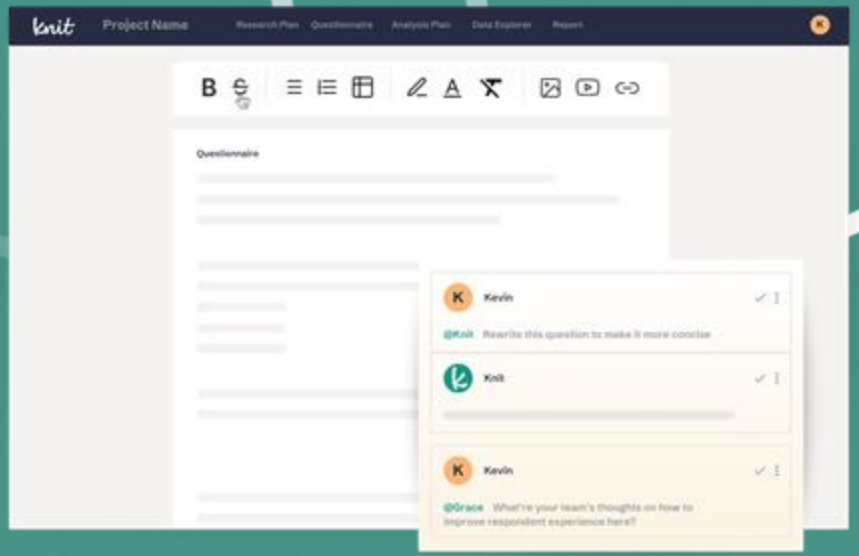

# Evolving Amazon's Research Toolkit

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# Partner with Knit

Want a deeper Knit demo? Just have a question?
Reach out to the Knit team anytime!


## Aneesh Dhawan

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**Want more info? goknit.com**