Market Research Statistical Toolkit
Duration 2 days
(MAR3-0)

Pre-requisite

Only basic statistics knowledge is assumed – mean, standard deviation, simple hypothesis testing.

Course Summary

This training covers techniques widely used in market research. Focus is on interpretation of the analyses.

Software

The course is offered in XLSTAT or JMP.

Flexibility

We can customise the module content to meet specific requirements.

Course Topics

- Basic Stats Refresher. Testing for difference in means and proportions, interpretation of significance, confidence intervals. Correlation and causation.
- Factor analysis to aggregate attitudinal questions
- Cluster analysis to find groups of respondents with same attitudes
- Conjoint Methods – aims, designs, analysis and interpretation
- Best-Worst Scaling – aims, conduct, analysis and interpretation
- TURF Analysis – methodology, applications, interpretation

For further information and pricing contact:
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