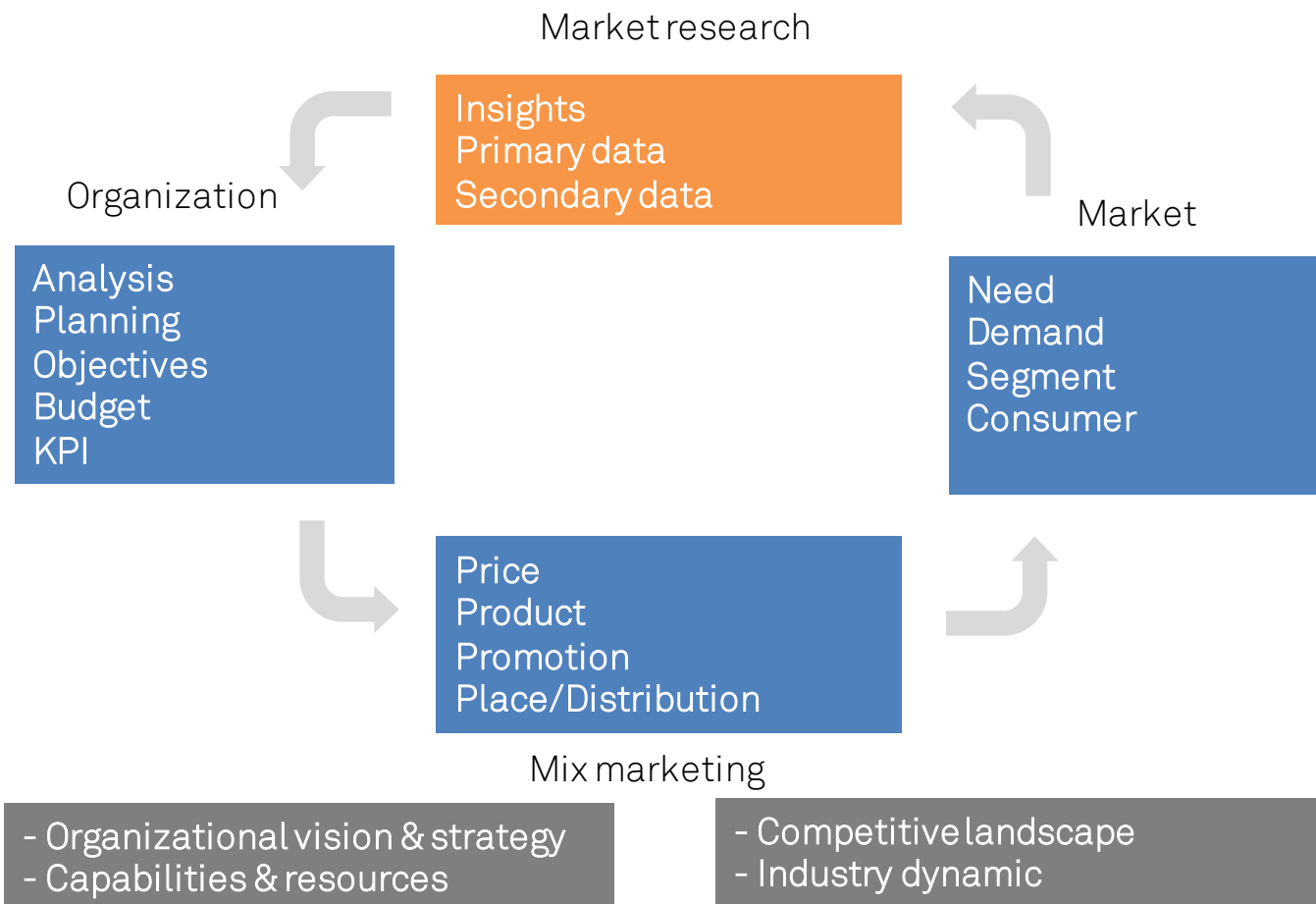




The market research

The market research > **Definition**



The market research > **Types of data**

Secondary data

- Internal sources
- External sources

Primary data

- Exploratory research
- Descriptive
- Cause-effect research

The market research > **Types of data**

Secondary data

- Internal sources
CRM, ERP, Sales data, Customer complaints, Google analytics
- External sources
Associations, statistics, governmental data, Google trends, Alexa,

Primary data

- Exploratory research
Focus Group, Observation, Interview
- Descriptive
Panel, Surveys
- Cause-effect research
A/B Testing

The market research> **Comparison of the methods used**

Type	Exploratory	Descriptive	Cause & effect
Objectives	<ul style="list-style-type: none">▪ Find new ideas and establish new hypotheses▪ Understand the consumer motivation and interests	<ul style="list-style-type: none">▪ Validate ideas and hypotheses▪ Describe consumer motivation and interests	<ul style="list-style-type: none">▪ Establish cause-and effect relations between specific variables
Methods	<ul style="list-style-type: none">▪ Interviews▪ Focus groups▪ Observation	<ul style="list-style-type: none">▪ Survey▪ Panel	<ul style="list-style-type: none">▪ Experience on the ground or in the lab



Thank you

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