

The market research

#### The market research > **Definition**

#### Market research

Organization

Insights
Primary data
Secondary data



Market

Analysis Planning Objectives Budget KPI

Need Demand Segment Consumer



Price
Product
Promotion
Place/Distribution



Mix marketing

- Organizational vision & strategy
- Capabilities & resources

- Competitive landscape
- Industry dynamic

# 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

Cause & effect Find new ideas and establish new Validate ideas and Objectives hypotheses hypotheses Establish cause-and effect relations Understand the Describe consumer between specific motivation and variables consumer motivation and interests interests Methods Interviews Experience on the Survey Focus groups Panel ground or in the lab Observation



# Thank you

Richard Saad rsaad@become-remarkable.com 514-690-7178