

**MARKETING ANALYTICS: Case Study**

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Case No.	Chapters	Case Title
1A	1	<b>Introduction: Project Selection I and Course Preparation</b>

1. Consider several candidate options for your term project. Select a favorite option.

Category	Example Project Ideas	Interest/Need for Your Group
Market Sizing	<p>Size a potential new market for your company's service.</p> <p>Process: Search relevant articles and industry analyst reports, perform "top down" and "bottom up" sizing approaches (explained in Chapter 2), and then triangulate on data to arrive at final market size estimate.</p>	
Perceptual Map	<p>Determining a positioning strategy for an existing or new product or service.</p> <p>Process: Search existing literature for background on market. Conduct market research survey to determine most important evaluation criteria. Conduct another survey to assess how competitors perform against those criteria. Build perceptual map and interpret it (explained in Chapter 3).</p>	
Forecasting	<p>Estimating future sales of a new or existing product or service.</p> <p>Process: Collect data on sales and marketing variables. Execute time series and causal analysis forecasts if existing products. Execute Bass diffusion model (and perhaps also trial rate approach) for new products (explained in Chapter 6).</p>	
Pricing	<p>Set price for new or existing product/service</p> <p>Process: Select potential pricing technique, based on strategic role of pricing in company. Test financial viability of candidate prices using Break-Even, Net Present Value, and Internal Rate of Return models (explained in Chapter 8).</p>	
Promotion Allocation	<p>Allocate budget across different media, based on their historical effectiveness</p> <p>Process: Estimate total promotion budget. identify goal of promotion efforts. Calculate contribution delivered by each promotion vehicle (email, SEO, PPC, social, etc.). Execute promotion allocation model (explained in Chapter 10)</p>	

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2. Test the feasibility of completing the project using your favorite option by completing a draft outline.

<b>Section</b>	<b>Description</b>	<b>Your Project</b>
Problem Statement	Specify the problem you intend to solve	
Model Selection	Select a model and approach to solve the problem, and indicate why	
Solution Process	Show the step-by-step process to solve the problem; include diagrams	
Research Method	Explain how data was gathered and the data sources used	
Research Analysis	Structure the data in a logical way, such as by market segment	
Market Calibration	Identify sources of external data; How are others doing it?	
Case Example	Execute model for a typical case	
Model Results	Document results of model	
Results Interpretation	Interpret findings in context of market situation	
Conclusion	Show how the problem was solved. Identify further research needed.	