MARKETING ANALYTICS: Case Study   Name: _____

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Case No.	Chapters	Case Title
1B	1	**Introduction: Project Selection II and Course Preparation**

1. Create several candidate options for your term project. Use the examples below as a guide.

Category	Example Project Ideas	Your Project
Market Segmentation	Segment your company's overall market to find a new niche Process: Collect preference data from respondents, along with classification data. Use A Priori or Post Hoc segmentation techniques to break general market into clusters. See chapter 3 for details.	
Competitive Analysis	Identify areas of market opportunity not already dominated by competitors Process: Identify principal competitors. Conduct PESTLE and Porter analyses to assess trends in market. Construct perceptual map. Perform SWOT analysis. Recommend offensive/ defensive strategy. See chapter 4 for details.	
Conjoint Analysis	Identify the options and features of your product that consumers value most Process: Collect preference data from respondents, along with classification data. Code data for analysis, then calculate part-worths. Apply conjoint results to estimate market share. See chapter 7 for details.	
Retailer Selection	Select a new retail distribution channel, based on its potential revenue & costs Process: Estimate potential revenue and costs for alternative stores. Determine weights and ratings for customer-related criteria. Select store that maximizes expected values. See chapter 9 for details.	
Ecommerce Sales Model	Determine ecommerce marketing campaigns and budget Process: Estimate sales forecast, average revenue per order, and campaign conversion rates and costs. Use sales model to predict revenue and budget required for online sales. See chapter 11 for details.	

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

Section	Description	Your Project
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.	