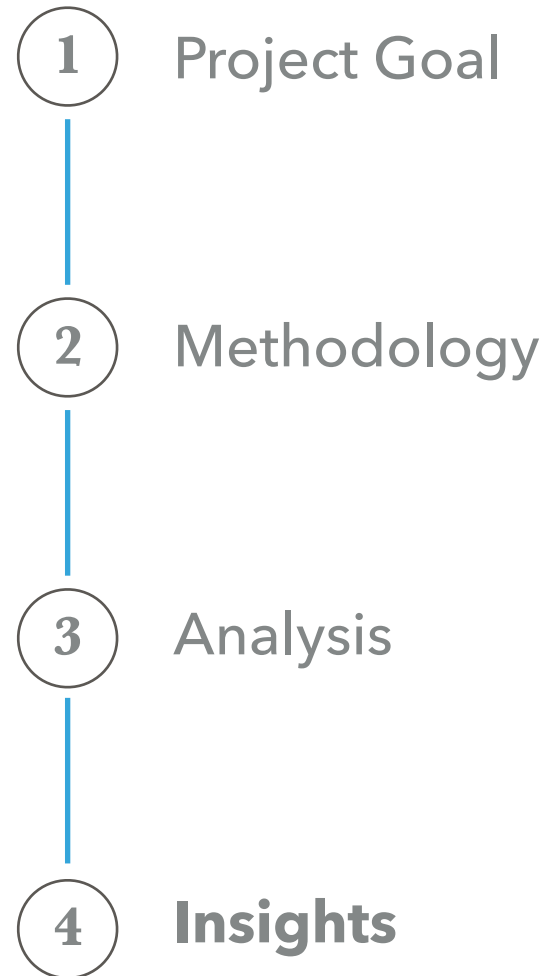


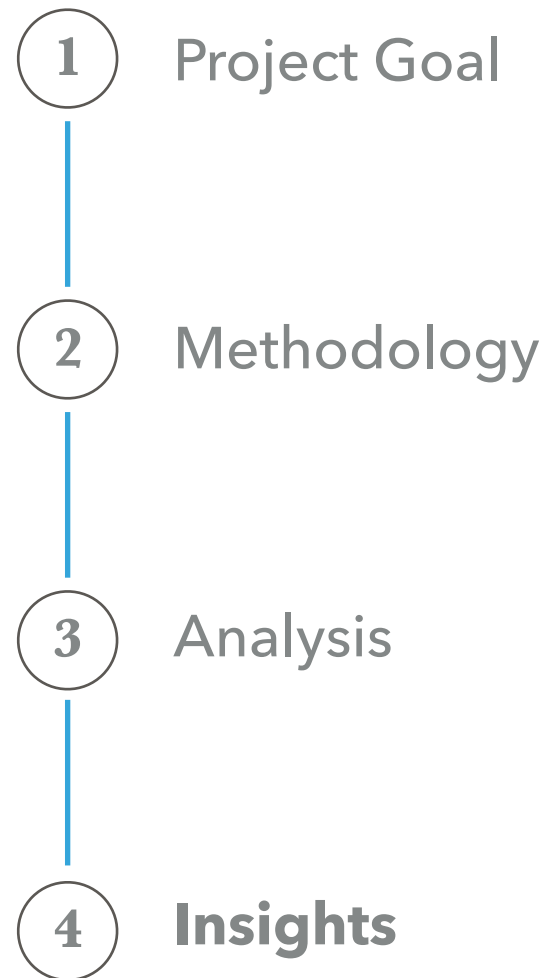
# Research Process



- ▶ Ads-free, access to high definition video are the most highly valued features
- ▶ Come up with the VIP package that has the highest possible market share



# Research Process



## My other roles during internship in the market research company

### Quantitative

- ▶ Help with survey design and evaluation
- ▶ Input and clean survey data
- ▶ Create charts and graphs based on data analysis results

### Qualitative

- ▶ Notetaker during workshops and interviews
- ▶ Make posters and props for workshops
- ▶ Conduct telephone screening for interviewees
- ▶ Collect and analyze informations from dairy studies