

## **Suggested Report Structure for the Group Research Project**

### **1. Executive Summary**

Tip: Provides a precise, succinct, very short (appr. half a page) summary of the research and your key findings. The challenge is to provide comprehensive insight for someone who learns about your project for the very first time but has not enough time to read the full report.

### **2. Research Background and Objectives**

Tip: Please describe the research background and define the research goal accordingly. This section should also contain a short outlook on the structure of the report.

### **3. Description of Sample**

Tip: Provide a quick overview over the data.

It is important to note that the dataset contains raw data. Please transform the data such that it can be used for further analysis. For instance, if a variable is “measured” by “no” and “yes” we want to transform that into numbers as this is what R can process. The most intuitive way to code this would be coding “No” as “0” and “Yes” as “1”, that is you create a dummy/binary variable. Further, please remember that categorical and ordinal variables with more than 2 groups should not be used for regression analysis. You therefore do have to recode all variables that you want to use that are categorical and do have more than 2 categories as dummy/binary variables (be aware of the dummy variable trap!). Make sure you do this for all variables where it is required.

Please also note that it is important to consider which variables could be particularly meaningful for the purpose of your research and why. Are there variables that are not so meaningful to include in the model?

### **4. Methodological Approach**

Tip: Please explain your analysis approach in general. Explain the advantages of the approach in general. Then be more specific and describe the model chosen in your report. It is particularly important to try and address the research goals through the inclusion of relevant variables. Always explain why you made a specific choice!

### **5. Results**

Tip: Unlike the group research report your audience now includes marketing analysts which has important implications for the results section. The report should contain enough information to understand how you chose the final model and how you evaluate its fit.

### **6. Implications for Campaign**

It is very important to clarify and explain in detail how the model helps to address the managerial problems reflected in the research goals. So these research goals should be addressed in this section. Further to translate key findings to managers, in this section presentation and visualization helps a lot.

### **7. Conclusion**

Tip: Point to the most important conclusions that can be drawn from your analysis and that are relevant for your audience. It is best to split your conclusions into one part addressed at marketing

analysts and one part addressed at managers. It is also important to point out what conclusions cannot be drawn from your analysis so that managers can make a well-informed decision.