The data I will be using is primary data collected via a survey from Mega Western Sales. The data will be an excel sheet of data with answers from a ranking scale of 1-5, categorical answers about time frequency, open ended questions and a sales performance number. The questions in the survey are about the value and effectiveness of different methods of communication for business transactions and trainings. The survey is not anonymous and the respondents will be paired with the customer’s sales performance data from the last year, but the sales data is not self-reported. The survey has 31 questions, with 14 ranking questions, 8 questions about the frequency of communication with the same “scale” of answers for each of these questions, 3 open-ended questions, and other identifying questions. The survey has been published and sent to their customer lists, and we are waiting for enough responses to make a viable model.

My research question will remain the same as long as there are enough respondents for this survey. I will be attempting to model what communication channel or combination of communication channels are either the most valuable or predict the highest purchase.