

# Chapter 10: Communicating the Results

## Objectives:

- Learn how to effectively communicate stochastic models and results to a general audience
- Understand the necessity to bridge the gap between marketing analytics professionals and decision makers
- Learn how to use Google Sites for Marketing Analytics

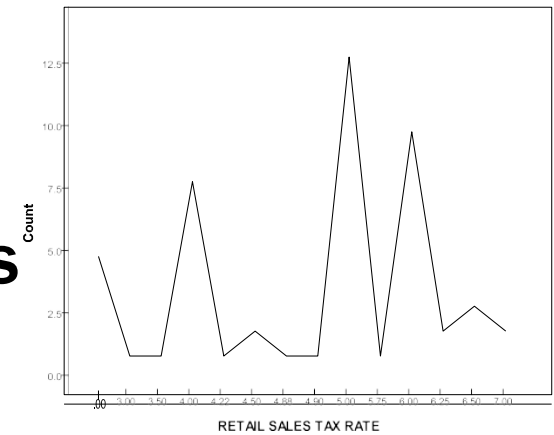
Weeks	1	2	3	4	5	6	7	8	9	10	11
Chap.1 Intro	X										
Qualtrics	X										
Chap.2 MR Process		X									
Chap.3 Data			X	X							
Chap.4 Getting Data				X							
Guest Lecture: Research Ethics					X						
Chap.5 Descriptive Statistics						X					
Chap.10 Communicating the Results							X				
Chap.6 Hypothesis Testing								X			
Chap.7 Regression Analysis									X		
Gauss-Markov and GLM										X	
Guest Lecture: Business Application											X

# Communicating the Results

- **Problem:**
  - Decision makers and other stakeholders may not want (or even need) to understand the mechanics behind a model or the analytical process itself
- **Solution:**
  - Demystify the data
  - Formulate an accessible narrative

# Communicating the Results

- **Demystify the data:**
  - **Understand the needs**
  - **Illustrations rather than tables**
  - **No omissions but simplifications**
  - **Get feedback from qualitative scientists or other departments before presenting your findings to executives**



# Communicating the Results

- Formulate an accessible narrative
  - The three key aspects are:
    - Simplicity
    - Action
    - Storytelling (Brown 2017)
  - All **necessary** details and conclusions need to be presented in an **executive summary**
  - Technical aspects and models should be placed in a **technical appendix**.

# Communicating the Results

- **Good idea: Use illustrations to summarize the data and support your narrative**
- **Good idea: Highlight main findings in a simple and well-designed table**
- **Good idea: Write a compelling and spotless report that is easy to read and free of any typos and errors**
- **Bad idea: Include jargon and formulas**

# Communicating the Results with Google Sites



Drive

1 Sign into your Google Drive

Folder

File upload

Folder upload

Google Docs

Google Sheets

Google Slides

More

Starred

Trash

Files

Storage

112.2 KB used

Google Forms

Google Drawings

Google My Maps

Google Sites

+ Connect more apps

2 Click on "+", "More", "Google Sites"

# Communicating the Results with Google Sites

The image shows the Google Sites editor interface. At the top left, the text "Untitled site" is next to a document icon. A red arrow labeled "1 Name of the website" points to this text. In the top right, a status bar says "All changes saved in Drive" followed by icons for undo, redo, mobile view, link, share, and a menu. A red arrow labeled "Autosave" points to the status bar. To the right of the status bar is a blue "Publish" button and a green circular profile icon with the letter "D". Below the status bar, the main editing area has a dark header with the text "Enter site name" and "Your page title". A red arrow labeled "2 Homepage title" points to "Your page title". To the right of the header is a red arrow labeled "3 Add Content" pointing to the "Insert" tab in the right sidebar. The sidebar has tabs for "Insert", "Pages", and "Themes". Under "Insert", there are icons for "Text box", "Images", "Embed", and "From Drive". Below these is a "Layouts" section with a grid of 12 different page templates. At the bottom of the sidebar, there is a list of widgets: "Collapsible text", "Table of contents", "Image carousel", "Button", and "Divider".

1 Name of the website

Autosave

2 Homepage title

3 Add Content

Insert Pages Themes

Text box Images

Embed From Drive

Layouts

Collapsible text

Table of contents

Image carousel

Button

Divider



# Communicating the Results with Google Sites



Untitled site

All changes saved in Drive



Publish

Enter site name

# YOUR PAGE TITLE

Insert

Pages

Themes

Simple

Aristotle

Diplomat

Vision

Level

IMPRESSION



Font style

1 Change color scheme

2 Select color

# Communicating the Results with Google Sites

The image shows the Google Sites editor interface for an "Untitled site". The main workspace has a dark header with the text "YOUR PAGE TITLE" and a navigation menu with "Home" and "Test2". A red arrow labeled "1" points to the top right corner of the editor. A red arrow labeled "2" points to a plus icon in the bottom right corner. A red arrow labeled "3" points to the "Home" link in the navigation menu, with the text "3 Navigate between pages" written vertically next to it. The right sidebar shows the "Pages" tab with a list of pages: "Home", "Test", and "Test2".

Untitled site

All changes saved in Drive

Insert Pages Themes

Filter pages

Home Test2

Test

YOUR PAGE TITLE

3 Navigate between pages

2 Add new (sub)pages

1

# Communicating the Results with Google Sites

The image shows the Google Sites editor interface. At the top, there's a header bar with "Untitled site" on the left, "All changes saved in Drive" in the center, and a "Publish" button on the right. Below the header, the main content area has a dark background with the text "YOUR PAGE TITLE" in large white letters. To the right of the main content area is a sidebar with various options. A red arrow labeled "1" points to the "Insert" tab in the sidebar. Another red arrow points to the "Forms" option in the sidebar, with a label "Add survey" next to it. A third red arrow points to the "Charts" option in the sidebar, with a label "Add charts" next to it. A fourth red arrow points to the "Tables" option in the sidebar, with a label "Add tables" next to it.

Untitled site

All changes saved in Drive

Home ▼ Test

1

Insert Pages Themes

Embed From Drive

Layouts

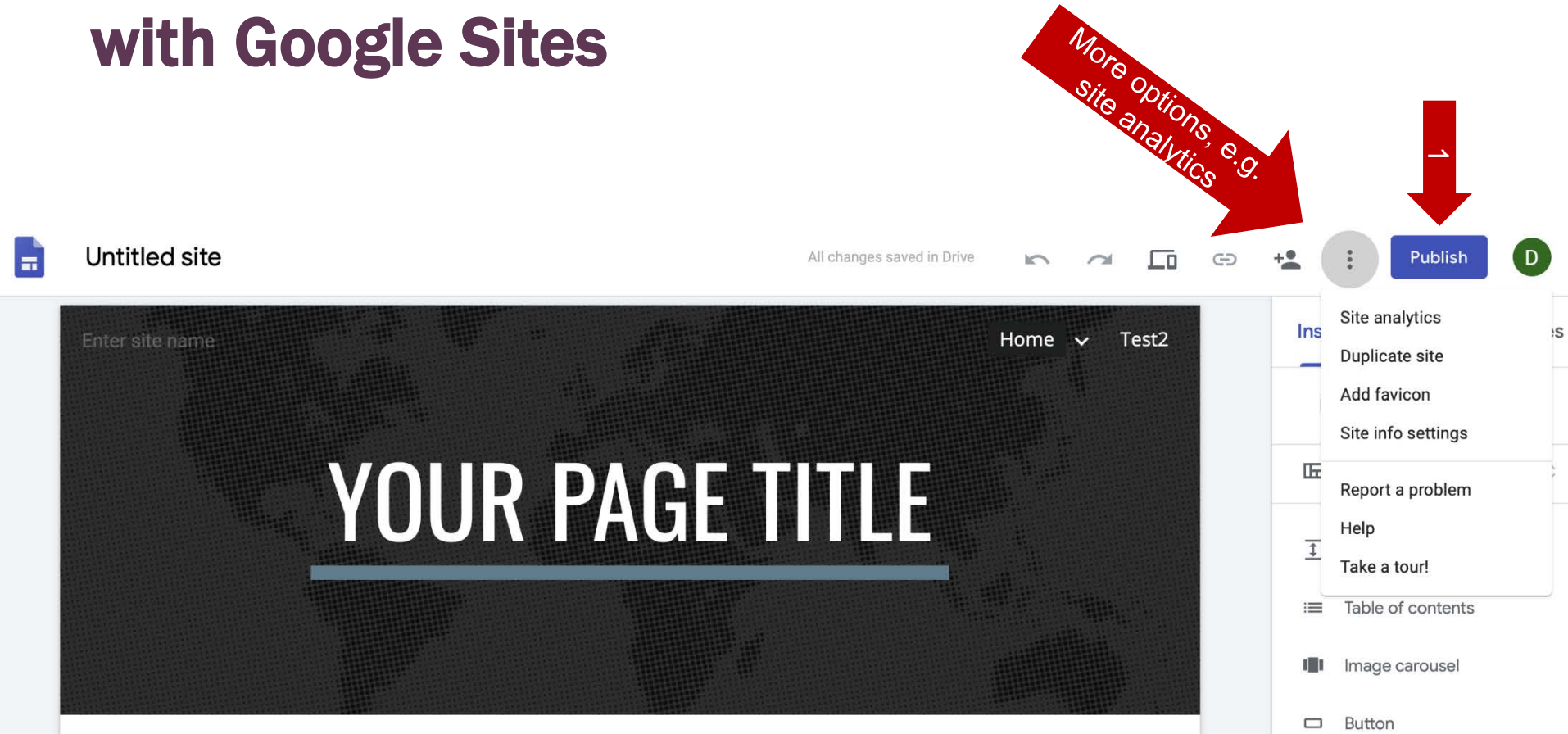
- Collapsible text
- Table of contents
- Image carousel
- Button
- Divider
- YouTube
- Calendar
- Map
- Docs
- Slides
- Sheets
- Forms
- Charts

Add tables

Add charts

Add survey

# Communicating the Results with Google Sites



The screenshot shows the Google Sites editor for an "Untitled site". The main content area has a dark background with the text "YOUR PAGE TITLE" in large white letters. The top navigation bar includes "Home" and "Test2" links. A red arrow points from the top right towards the "More options" menu, with the text "More options, e.g. site analytics". Another red arrow points down to the "Publish" button. The "More options" menu is open, showing options like "Site analytics", "Duplicate site", "Add favicon", "Site info settings", "Report a problem", "Help", "Take a tour!", "Table of contents", "Image carousel", and "Button".

Untitled site

All changes saved in Drive

Home Test2

Enter site name

YOUR PAGE TITLE

More options, e.g. site analytics

Publish

- Site analytics
- Duplicate site
- Add favicon
- Site info settings
- Report a problem
- Help
- Take a tour!
- Table of contents
- Image carousel
- Button