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Course: Marketing Analytics

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## Chapter 7:

### 1. Question:

Who are the potential buyers, and how many?

Answer: The potential buyers are those who contribute to the Business.

### 2. What about price?

Answer: The price should be such that more number of customers get attracted to.

### 3. Does it make sense to include brand?

Answer: Yes, it makes sense to include the brand since it promotes marketing.

### 4. If we include both brand and price, which brands should

be included and what range of prices should we use?

Answer: If we include both brand and price, good brands, affordable and economical prices should be included.

### 5. Do we need survey? How long should the survey be?

Answer: Yes, we need a survey in order to market our products better. The survey should be done for periodic intervals of time.

### 6. Which method of analysis makes the most sense for

the chosen response modality and research objective?

Answer: Initially aggregate (group level) analysis is sufficient.

Loglinear modeling and Logistic regression

are the other two helpful analysis methods.

## Chapter: 8

1. How would you like to interpret the outputs from the

procter & gamble laundry soaps  
case?

Answer: I would like to interpret the outputs by using the two way interaction.

2. Explain residual plot, Q-Q Plot, Diagnostic Plot, and

Marginal Model Plot with examples from the  
bobbleheads case

Answer: In the residual plots, the variance is not impressive.

In the QQ plots, the relation seems pretty linear.

The Regression diagnostic seems good. In the marginal model plot the relation seems  
almost linear

3. For the bobbleheads case, what kinds of other

research questions would you like to ask, and how  
could you provide the answers?

Answer: How would the bobble heads help in building the finances?

Ans: By using good marketing strategies, we can get better profits.

4. See if you can improve upon the model with variable transformations

in the bobbleheads case.

Answer: We can improve upon the model using Log transformation.