

BRAND REPUTATION REPORT

1. Business understanding

The business industry is growing, and so is the number of products and brands hitting the consumer market on a daily. It is therefore essential that every brand knows that which keeps it in the market so as to make improvements and deliver high quality products and services. Newmark analytics conducted a survey on the different factors that affected the reputation of a brand and from the consumer's perspective. .

a. Problem statement

What are the factors that contribute to brand reputation in Kenya from the customer's perspective?

b. Approach

R-markdown:

- Data sourcing
- quality assurance
- exploratory analysis - univariate and bivariate analysis
- Report writing

2. Data understanding

a. Data collection: the data was collected by newmark researchers and made available for the purpose of the analysis.

b. Data description:

The dataset contained logical, numerical and categorical variables.

```
## tibble [167 x 112] (S3: tbl_df/tbl/data.frame)
## $ REPUTATION-Introductoryletter : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-section            : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-Q1                 : num [1:167] 2 2 1 1 1 1 1 2 2 1 ...
## $ REPUTATION-sectionb          : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-Q2                 : num [1:167] 1 2 1 2 2 2 1 2 2 1 ...
## $ REPUTATION-Q3                 : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-Q4                 : num [1:167] 2 6 7 7 6 7 1 5 1 7 ...
## $ REPUTATION-Q5                 : chr [1:167] NA NA NA NA ...
## $ REPUTATION-sectionc          : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-Q6                 : num [1:167] 2 1 2 1 2 2 2 2 1 1 ...
## $ REPUTATION-Q7                 : num [1:167] 3 3 3 3 2 2 2 3 4 4 ...
## $ REPUTATION-Q8                 : num [1:167] 4 4 3 4 2 6 3 3 7 4 ...
## $ REPUTATION-Q9                 : chr [1:167] "Accountant" "Engineer"
"Admin" "Gym instructor" ...
## $ REPUTATION-untitled15         : logi [1:167] NA NA NA NA NA NA ...
## $ REPUTATION-untitled16         : logi [1:167] NA NA NA NA NA NA ...
```

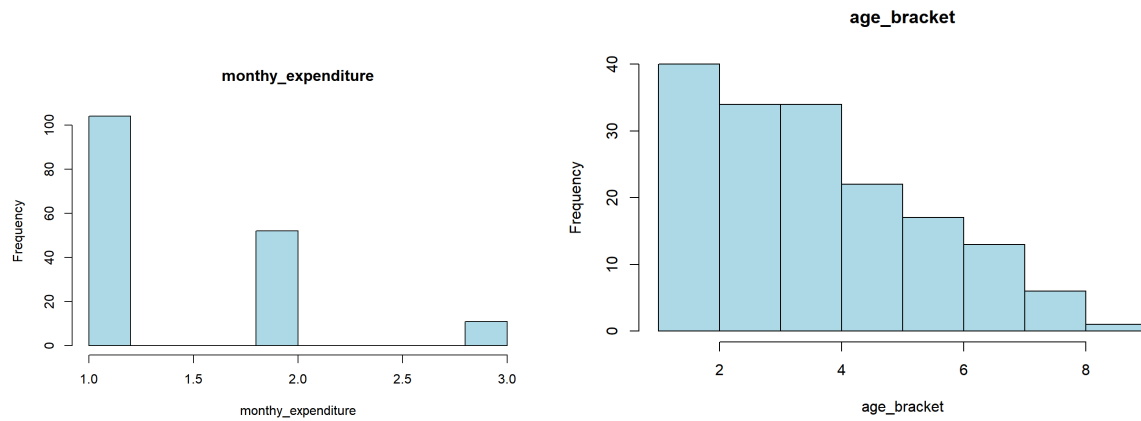
- c. **Data quantity:** the dataset had 167 rows and 112 columns. This was the result of the data the researchers had collected during their fieldwork.
- d. **Data verification:** i previewed the data to affirm the availability of the columns using the head and tail functions.

3. Data preparation

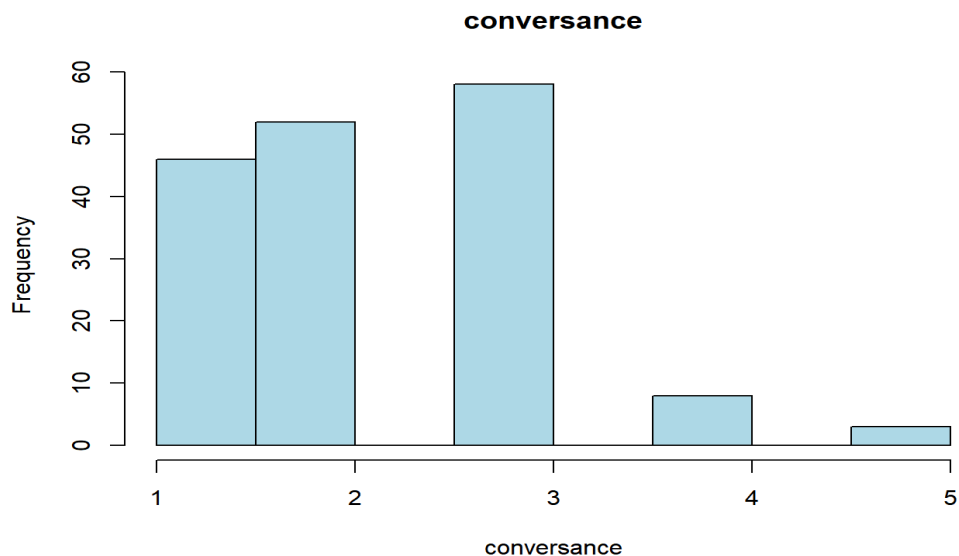
- a. **Data validity:** the data was valid enough to answer the problem statement and met the objectives of the research. I checked for outliers and there was a lot. Even with that, it was clear that doing away with the outliers would harm the result of the analysis, thus were not removed.
- b. **Completeness:** the data was incomplete. It had 3765 missing values in 23 columns. These values were dropped since they were not essential to the analysis and could not be filled or replaced with zeros. The columns were not significant to the research hence had to be dropped along with the empty rows.
- c. **Consistency:** there were no duplicates in the dataset that was provided.
- d. **Feature engineering & Uniformity:** columns were renamed to fit the agenda of the study. The dataset had repetitive questions in section D. i had to pick a sample from the data and decided to work with the first part, which was the fast moving consumer goods. These goods were detergents which were coded into categories from the first to the fifth being omo, sunlight, ariel, powerboy and other, respectively.

4. Analysis

- a. **Univariate analysis:** i made several visualizations of the final dataset which was known as “df3”. From the analysis, the following were established:
 - i. Most of the respondents had a monthly expenditure of between 23,670 - 50,000 Kenyan shillings. Most of the respondents considered the quality of the product before buying while there was a normal distribution of the remaining respondents who preferred the price, expert recommendation, family recommendation and advertisements over the quality.



- ii. The distribution of the respondent was quite close, but with male respondents being more than the female respondents.
- iii. Quite a number of the respondents were bachelors degree holders and most were aged between 18 and 50 years old. There are graphical representations on the same.
- iv. On conversance with the category of brand reputation i chose for the analysis, i realised that most people were conversant with ariel washing powder compared to the other brand types. That is; omo, sunlight and powerboy.



Notably, from the analysis, i realised that despite having different fast moving consumer goods to choose from, most of the respondents were well informed on their products of choice. They were also satisfied with the brands and trusted the brands. I also realised that most consumers preferred brands that:

- kept them informed on their new products and services
- Solved their problems quickly - these were problems that were related to the product. More like customer complaints were properly addressed by the brands of choice.
- Pioneered new products and services into the market and not stuck on a particular product for years on end.
- Had marketing campaigns that were appealing to them as consumers.

With this information, it was clear that most of the respondents trusted their brands of choice, were satisfied with the brand for their communication methods and would like to be associated with the brand again. These are some of the key factors that affect brand reputation.

b. Bivariate analysis: - with the correlation and covariance coefficients, the relationships between the brands and the different factors were brought to light as highlighted in the document attached for analysis. Notably, a high correlation coefficient meant that there was a positive linear correlation between the products and the other factors in place in the questionnaire.

5. Recommendation

- As a data analyst, I would recommend that brands focus on innovation and pioneering of new products. This will attract more consumers who would be prospective regular consumers of this product.
- Whether the brand is in the financial, manufacturing, agricultural or even the parasatal industry, consumer satisfaction is essential. With their satisfaction, the reputation of the brand will soar, and positive feedback will be gotten from the consumers.
- Increasing the customer experience is also a key factor along with proper marketing strategies.
- Brands should also ensure their employees are satisfied, because these employees are the ones who interact with the final consumers of the products. Without employee satisfaction,service deliver will not be proper, and the consumer will not opr for the products and services that the brand renders, making the brand lie between the thin lines of los and complete shutdown of the business.