L2: Data Analysis Concepts Part 2

Trial, Ever Used, Current Use, MOUB

- The Trial % for a brand is the % of people who have tried the brand atleast once
- The Ever Used % is the same as the trial %
- The % of people who say that they use the brand nowadays is the Current Use %. We don't normally ask the respondent exactly how often they use etc. we just try to understand how many of them consider themselves as current / nowadays user of the brand.
- In some categories, a respondent may mention more than one brand as "use nowadays". In those cases, we ask the respondent which brand he / she uses most often. That is the MOUB – Most Often Used Brand

Behaviours/Usage of brands

Trial, Adoption, Lapsing Ratios, ITB

- The Trial % divided by the Awareness % is the Trial to Awareness Ratio.
- The % Current Use divided by the Trial % is the Adoption Ratio. ↑ is a good indicator of how good the brand is at making people stick to it
- The Ratio of (100 minus Current Use %) divided by the Trial % is the Lapsing ratio. A high value for lapsing is obviously a problem
- There are no absolute good or bad %ages here. We can decide good or bad in comparison with the other brands in the category. What matters is not an absolute good or bad rating, but a good rating compared to other brands so that market share can increase
- For instance, a brand with low awareness level, and a low trial level but a good adoption ratio has the potential to increase share by doing better marketing. The product is good enough to retain consumers…but the marketing is not good enough to make consumers aware of it, or try it

Trial, Adoption, Lapsing Ratios, ITB…2

- On the other hand, a brand with good awareness and trial levels, but also high lapsing ratio, is on an one-way ride to nowhere. It is losing consumers as fast as it attracts them, and will eventually fail in the market.
- So, these ratios are quite useful tools for interpreting the numbers.
- (By the way, adoption rate is referred to in some situations as Repeat Purchase Rate)
- ITB stands for "Intention to Buy". This scale is used a lot when we show a new concept or a new product, and we want the respondents to tell us whether they will buy the product or not. More often than not, this is a 5 point scale

1-5

Top Box, Top 2 Box, Bottom Box, NPS, CAPS

- The top box % refers to the %age of people selecting the best point in a scale. For instance, in a 5 point customer sat scale, the top box % is the % of people selecting "very satisfied" or "totally satisfied" – basically the highest point. In a 7 point scale, it will be the % of the people who select point 7 i.e. the highest point.
- The top 2 box % is the %age of people who select 4 or 5 in a 5 point scale, or 6 / 7 in a 7 point scale and so on i.e. the top or the next box
- The bottom box % must be obvious by now – it is the %age of people who select the lowest option in the scale
- NPS stands for Net Promoter Score and CAPS stands for Consumer As Promoter Score. These are calculated when we use a 10 point scale for the question "how likely are you to recommend …service to your friends and relatives?"
- The score is % (9 or 10) in the scale minus the % (0 / 1 / 2 / 3 / 4 / 5 / 6)
- To make it clearer, it is = (%9 + %10) – (0% + %1 + %2 + %3 + 4 + %5 + %6)
- This is often a negative score…..even a slight positive score is considered quite good

Steps in weighting

Data weighting

First step	**Identify the weighting variables** The first criterion to use is which variables does the data vary across, and the second is to weight for market segments. When in doubt, study a sample run to see how the data varies. In general, do not use two variables that are highly correlated with each other. Ideally , weighting variables should be uncorrelated.
Second step	**Define the cells** E.g. 2 gender levels x 3 income x 2 age = 12 cells
Third step	**Determine the spread of the universe across the cells** This can be done from the census or the readership surveys or from the random listings done for this study.
Fourth step	**Determine the spread of the sample across the cells**
Fifth step	**The calculation** This is best done through dividing the results of step 3 by the results of step 4 for corresponding cells. Each respondent in the cell has to carry that weight.
Final step	**Projection from sample to universe** This is necessary only for volume estimation kind of studies. For other studies, there is no harm done if projection is not done.