L2: Data Analysis Concepts Part 2

Trial, Ever Used, Current Use, MOUB

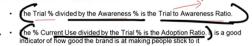
The Trial % for a brand is the % of people who have tried the brand atleast

The Ever Used % is the same as the trial %

- TIE % 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

Trial, Adoption, Lapsing Ratios, ITB

Kayı



- 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 <u>good or bad %ages</u> 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 consumer 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)

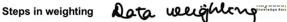
ITB stands for "Intention to Buy". This scale is used a lot when we show a new concept or a new product, and we want the respondents to tell us whether they will buy the product or not. More often than not, this is a 5 point scale

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 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



	Identify the weighting variables
First step	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.