A. ASSESSMENT RECAP

- A marketing research report includes data collection and analysis for a given business scenario. The paper proposes research approach, analyses research findings in **Assignment 1** and provides recommendations.
- The report requires a maximum of **4,000 words (with +/- 400 words).**

Suggested Structure:

I. Executive Summary (suggested 250 words)
II. Recap of Assignment 1 content (suggested 1000 words)
III. Research Design (suggested 1000 words)
IV. Analysis and Findings (suggested 1000 words)
V. Recommendations & Conclusion (suggested 500-750 words)

B. KEYWORDS EXPLANATION

1. **Management Decision Project vs Research Objectives**

Management Decision Project is focused on strategic decisions enabled by the research, while the Research Objectives are focused on delivering the required research insights.

2. **Research objectives and detailed questions**

- Research objectives: Identify what specific data/information is needed; what information you will need to gather to help management with decision-making
- Detailed questions: Present a series of specific research questions that the project aims to answer. These questions should directly relate to the research objectives.

3. **NVivo:** Qualitative data analysis software used to organise, analyse and find insights from unstructured or qualitative data like interviews, surveys, social media, and web content. Can help generate charts/graphs and extract key quotes.

4. **SPSS:** Statistical analysis software commonly used for quantitative data analysis. Can run various statistical tests and models like regression, ANOVA, factor analysis on survey or experimental data. Generates output tables and

charts. Useful for hypothesis testing, understanding relationships between variables, predictive modelling, and identifying significant factors.

	Regression	**ANOVA**	**Factor Analysis**
Objectives	Understand relationship between dependent and independent variables	Compare means across different groups	Group correlated variables into underlying factors
Data Used	Metric dependent variable, metric or categorical independents	Metric dependent variable, categorical independent (groups)	Multiple related metric variables
Output	Regression coefficients, R-squared, significance tests	F-statistic, p-values, group means	Eigenvalues, factor loadings, explained variance
Use Cases	Predicting effects, predictive modelling, determining drivers	Comparing segment differences, A/B testing, experiment analysis	Reducing survey questions into key factors, understanding patterns in consumer attitudes