* First choose the product category and identify the data set you want to work with.
* Please include at least three UPC’s in your analysis: two higher priced national brands, and one lower priced or store brand.
* Use Access to combine the information from the UPC and product description, movement, and store demographics to prepare an Excel file that includes the data you need. A typical data set will include the fields: store, week, brand, move, logmove, price, logprice, profit, feat, and demographics that can influence demand.
* Develop research questions that can be answered with your data set. Use R or any other statistical package you are comfortable with to analyze the data. Examples of research questions are provided below.
* Prepare and make a short presentation on your research and findings. Plan for a 10-15 minute presentation, and allow 5-10 minutes to answer questions.
* Submit the Excel data file you prepared and a short report (about ten pages). The report should include a brief non-technical (executive summary), the research questions, and a brief discussion of findings.