



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)

analysis involves summarizing and describing the main features of a dataset.

generate hypotheses for further analysis.

"graphically show your information in a way that people can read and understand it."

Guided by your identified requirements, it's time to collect the data from your sources

EDA focuses on exploring and understanding the data without preconceived hypotheses

Tableau software is one of the fastest-growing data visualization tools which is currently being used in the BI industry

A consumer sees an ad for a product that seems perfect for them and rejoices over their luck, but this scenario likely didn't (and shouldn't) come down to luck. Companies make these scenarios possible through strategic market research. Equipped with valuable information about its target market, a company can develop products and create marketing campaigns that appeal directly to consumers. And the benefits don't stop there. You can leverage the data procured through market research to propel your company to success in a variety of ways.

We'll break down the basics of market research below to show how companies use it and explore some of the key benefits. If you're not taking full advantage of market research to make data-driven decisions, you should start considering the ways it could help your company grow.

Market research involves gathering data to learn more about target demographics and consumers so a business can make data-driven decisions that will move them forward. Instead of relying on gut feelings, market research is a vital part of any business strategy, whether that business is B2B or B2C, big or small, new or old. It provides the information companies need to make decisions that will move them forward.

Market research involves gathering data to learn more about target demographics and consumers so a business can market itself more effectively and, ultimately, succeed in the market.