

## Says

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



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



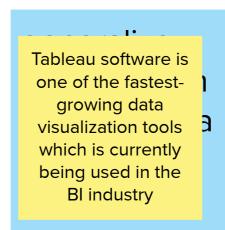
summarizing and describing the main features of a dataset.

generate hypotheses for further analysis.

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



EDA focuses on exploring and understanding the data without preconceived hypotheses



unveiling market insights: analyzing spending behaviour and identifying opportunities for growth

See an example

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.





**Feels** 



## Does

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



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

