

Mock Communication Log: Ipsos-Inspired Market Research Project

Objective: Simulate communication between internal teams to ensure smooth execution of the survey, proper data handling, and issue resolution.

Email 1: Initial Request to Data Processing Team

From: Research Analyst (You)

To: Data Processing Team

Subject: Survey Data Structure and Format Confirmation

Hi Team,

We are finalizing the survey structure for the "Consumer Preferences for Sustainable Products" study and want to confirm the required data format for responses. Below are key considerations:

1. **Multiple-Choice Questions:** How should categorical responses be structured? (e.g., one-hot encoding or single-column categorical format)
2. **Scale-Based Responses:** Should responses for rating-scale questions (1-5) be stored as numerical values?
3. **Open-Ended Responses:** Any character limitations or special handling required for text-based answers?

Please confirm the best format so we can align with the data cleaning and processing steps.

Thanks,

[Your Name]

Email 2: Response from Data Processing Team

From: Data Processing Lead

To: Research Analyst (You)

Subject: Re: Survey Data Structure and Format Confirmation

Hi [Your Name],

Thanks for reaching out. Here's what we recommend:

1. **Multiple-Choice Questions:** Store responses in a single-column categorical format to simplify analysis. One-hot encoding may be required at a later stage.
2. **Scale-Based Responses:** Store as numerical values (1-5) for easy aggregation.
3. **Open-Ended Responses:** No strict character limits, but responses over 500 characters should be truncated and stored separately.

Let us know if you need further clarification.

Best,
[Data Processing Lead]

Issue Report: Skip Logic Error

Issue Identified: During pre-launch testing, respondents selecting "Rarely" in Question 5 were incorrectly directed to Question 8 instead of Question 6.

Resolution: Skip logic rules were reviewed, and the correct path was implemented, ensuring all respondents follow the appropriate survey flow.

Final Confirmation with QA Team

From: QA Analyst
To: Research Analyst (You)
Subject: Final Survey Approval

Hi [Your Name],

We have completed the final QA checks for the survey. Here are the key findings:

- Skip logic now functions as expected.
- Data storage format aligns with processing requirements.
- No outstanding technical issues.

The survey is now approved for launch.

Best,
[QA Analyst]

Conclusion

Through this simulated collaboration, we ensured:

- **Proper formatting for data processing.**
- **Skip logic and survey flow functioned correctly.**
- **Final validation before deployment.**

This structured communication ensures smooth execution and prevents errors during data collection.