Methods and Tools

Data Collection Methods

- Descriptive Data Collection: Surveys, Net Promoter Score (NPS), and Self-Reports

- Passive Data Collection

- Media Data Collection: Radio, Television, Mobile, etc.

A/B Testing

Correlation and Causation

Forecasting

- Objective and Subjective

- Strand or Seasonal Variation

- Exponential Smoothing

- Descriptive Statistics

- Trends and Seasonality

- New Product

Regression Analysis

Simulation Toolkit

- Analysis ToolPak

- Solver Optimization Tool

Data Visualization and Interpretation

Optimization Models

Decision Trees