

# DESCRIPTIVE CUSTOM ANALYTICS

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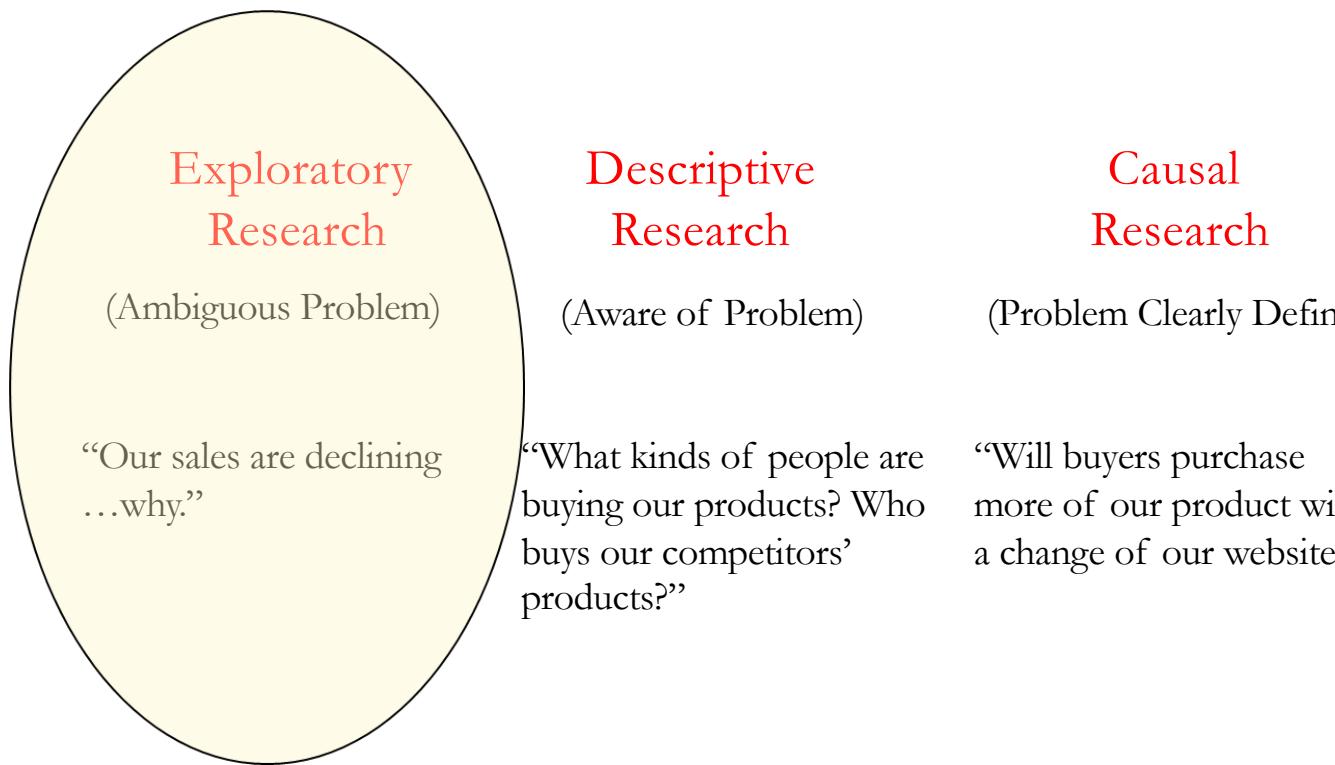


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# What is Descriptive Analytics?

- Descriptive Analytics - links the *market* to the *firm* through *information*.
- Descriptive Analytics - information needed for actionable decisions.
- Descriptive Analytics - principles for systematically *collecting* and *interpreting* data that can aid decision makers.

# Types of Descriptive Analytics



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# Exploratory Research

- Develop initial hunches or insights
- Usually a first (and an important) step in understanding a broader managerial problem
- Provides broad guidelines of what to test more rigorously

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# Focus Groups

- **Rationale:** in-depth probing, unstructured discussion, ability to observe dynamics
- **Format:** 8-10 individuals, 1 moderator, about 1 hr long, incentives for participants
- **Common Uses:** Product concept, ad copy, survey design

# Internet Communities (MROC)

The image displays three separate web pages side-by-side, each representing a different platform or aspect of internet communities:

- VISIONCRITICAL\***: A landing page with the tagline "COLLECTIVE WISDOM STARTS HERE". It features a large circular graphic with arrows and the text "CONTINUOUSLY ENGAGE YOUR CUSTOMERS". Below this, a quote reads: "If you want answers, ask your customers. Engage the right customers at the right time." There is also a small image of a person's face.
- c\_space**: A landing page with a large yellow header area. Below it, there's a video player showing a person wearing a VR headset. The video frame has the name "Dan" in the bottom left corner. To the right of the video, there's a navigation bar with links: "What we do", "Our thinking", "Careers", and "Contact".
- itracks**: A landing page featuring a large blue banner with the text "Face to Face Discussions with itracks Video Chat." and a "LEARN MORE" button. Below the banner, there's a photograph of a person holding a laptop displaying a video conference interface. The page includes a navigation menu with "Products & Services", "About Us", "Resources", and "News & Events". At the bottom, there are sections for "What's New", "Qualitative Platforms", and "Upcoming Events".

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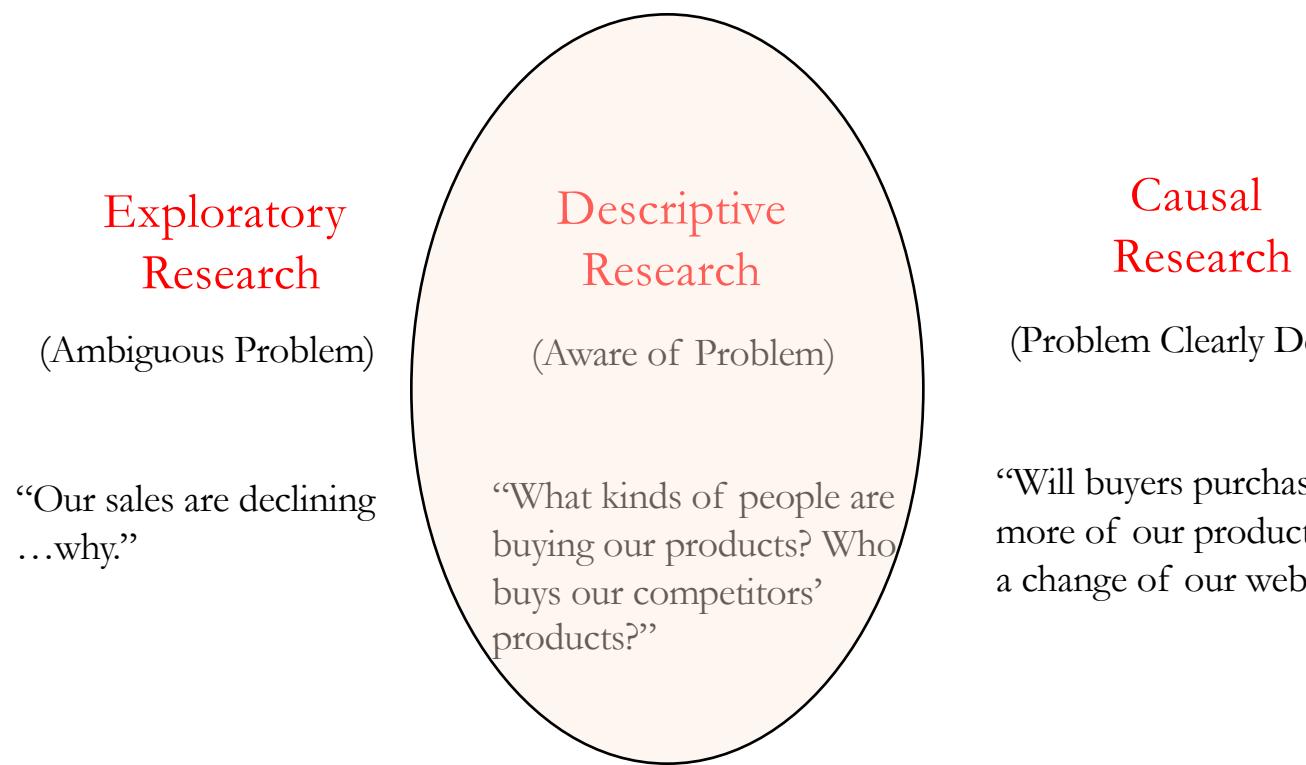
Descriptive Analytics

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## Internet Communities (MROC)

- Enhances engagement with customers
  - 6 months to 1 year long
- Shorter deadlines are possible
- “aha” moments
  - Kraft 100 calories snack pack
- Caveat: ROI can be hard to determine!

# Types of Descriptive Analytics



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## Descriptive Research

- Generates data describing the composition and characteristics of relevant groups
- Typical managerial questions
  - What are the characteristics of our customers
  - What is our share of wallet
- This can be done via
  - active data collection
  - passively observing behavior (unobtrusive)

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## Active Data Collection

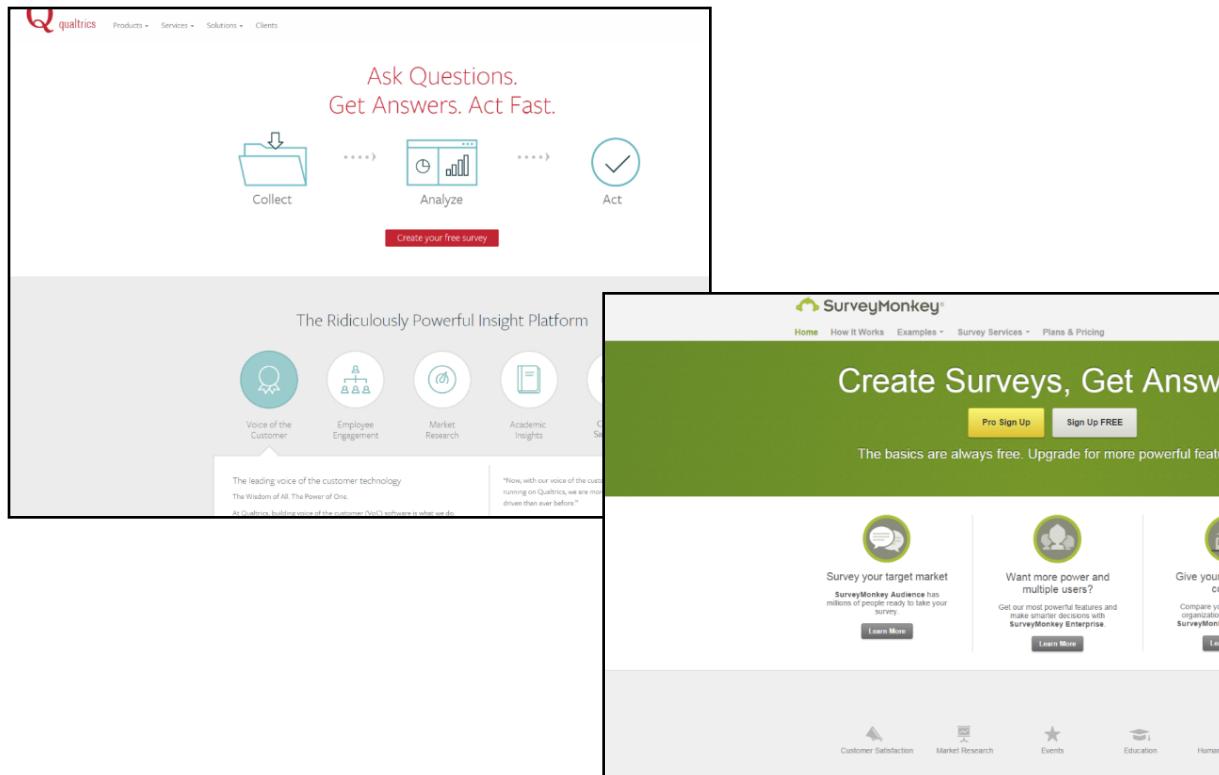
- Surveys
- Self-reports of several types of consumer behavior

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# Surveys

- Used by every Fortune 500 company
- Regularly used for gathering customer attitude, satisfaction scores, purchase habits
- Data can be used to help segment customers

# Companies



The image shows two side-by-side screenshots of company websites: Qualtrics on the left and SurveyMonkey on the right.

**Qualtrics:** The top half of the image displays the Qualtrics website. The header includes the Qualtrics logo and navigation links for Products, Services, Solutions, and Clients. A central slogan reads "Ask Questions. Get Answers. Act Fast." Below this are three circular icons representing the process: "Collect" (a folder icon), "Analyze" (a bar chart icon), and "Act" (a checkmark icon). A red button at the bottom says "Create your free survey". The bottom half of the image shows a section titled "The Ridiculously Powerful Insight Platform" featuring five circular icons for "Voice of the Customer", "Employee Engagement", "Market Research", "Academic Insights", and "Customer Experience". Text below these icons discusses the power of customer insights and mentions Qualtrics' NPS software.

**SurveyMonkey:** The bottom half of the image displays the SurveyMonkey website. The header includes the SurveyMonkey logo and navigation links for Home, How It Works, Examples, Survey Services, and Plans & Pricing. A green banner at the top says "Create Surveys, Get Answers". Below this are three sections: "Survey your target market" (with a speech bubble icon), "Want more power and multiple users?" (with a group of people icon), and "Give your organization a boost" (with a person icon). Each section has a "Learn More" button. At the very bottom, there are five small icons for Customer Satisfaction, Market Research, Events, Education, and Human Resources.

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# Full Service

The screenshot shows the SurveyMonkey 'Plans & Pricing' page. At the top, there are links for 'Sign In' and 'Help'. Below the navigation bar, there are four plan options: 'BASIC Free', 'SELECT \$26 per month', 'GOLD \$300 per year' (which is circled in orange and labeled 'MOST POPULAR'), and 'PLATINUM \$780 per year'. Each plan has a 'Sign Up' button. The 'SELECT' plan includes a note: 'SAVE with an annual plan'. The 'GOLD' plan includes a note: 'Priority 24/7 email support'. The 'PLATINUM' plan includes a note: 'Add multiple users'. A 'See all features' link is located at the bottom of the table.

BASIC Free	SELECT \$26 per month <small>SAVE with an annual plan</small>	GOLD \$300 per year	PLATINUM \$780 per year
<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>
10 questions	✓	Unlimited questions	✓
100 responses	1000 responses*	Unlimited responses	✓
Standard email support	✓	Priority 24/7 email support	✓
	✓	Custom logos, colors & more ⓘ	✓
	✓	Skip logic ⓘ	✓
	✓	Cross-tabs & filters ⓘ	✓
	✓	Export data & reports ⓘ	✓
		Statistical significance ⓘ	✓
		Text analysis ⓘ	✓
		Question & answer piping ⓘ	✓
		Randomization ⓘ	✓
		<ul style="list-style-type: none"><li>✓ Add multiple users ⓘ</li><li>✓ White label surveys ⓘ</li><li>✓ Phone support</li><li>✓ HIPAA-compliant features ⓘ</li></ul>	

# Mobile Surveys – The Next Frontier

The image displays two side-by-side screenshots of mobile survey software interfaces.

**Qualtrics Mobile:** The top screenshot shows the Qualtrics website with a focus on their mobile survey features. It features three smartphone icons at the top labeled "SMS Surveys", "Mobile Surveys", and "Offline Surveys". Below this, there's a section titled "Qualtrics Mobile" with the subtext "Pocket feedback on-the-go, anytime, anywhere. Experience mobile surveys Qualtrics style." A "Request Demo" button is present. The bottom section contains the text: "Meet the Master of Mobile, the Oracle of Offline, the Sultan of SMS. Meet Qualtrics." and "Qualtrics Mobile delivers the features and benefits of Qualtrics Research Suite to smartphones and tablets. You increase response rates and capture valuable insight – your customers receive a clean, consistent and branded mobile survey experience, every time. It's a win-win."

**Mixpanel:** The bottom screenshot shows the Mixpanel website. It features a dark background with a smartphone displaying a survey interface. The text "Get answers to tough questions with mobile surveys." is prominently displayed. Below it, a paragraph explains the benefit: "Put an end to the guessing games. Surveys make it easy for you to ask your customers a question and for them to answer it. Now anyone in your company can create, target, and send beautiful mobile surveys to the people who use your app." A "TRY IT FOR FREE" button is visible. At the bottom, the text "ASK ANYTHING Measure what people think and how they feel." is shown.

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## Mobile Surveys

- Allow you to capture customers' reactions in-situ rather than being retrospective
- The questionnaire can be tailored based on location and context.
- Caveat: Marketers should be careful not to hasten customer fatigue

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## Net Promoter Score (NPS)

- How likely is it that you would recommend [your company] to a friend or colleague?
- 0- 10 Scale
  - Promoters – Score of 9 -10
  - Passives – Score of 7-8
  - Detractors – Score of 0 -6.
- $NPS = \text{Percentage of Promotors} - \text{Percentage of Detractors}$

# Self - Reports

- Store purchases

InfoScout operates America's largest and richest source of household purchase data across all retailers, both brick-and-mortar and online. This by monitoring consumers along every step of their path to purchase via our proprietary mobile apps. [Learn More »](#)



## Start with the shopper

Over 1-million Americans use InfoScout's proprietary mobile apps as part of their every day shopping activities - no matter where they shop or what they buy.



## Shopper plans their trip

InfoScout built one of the world's most used shopping list apps: Out of Milk.



## Shopper snaps a receipt pic

InfoScout captures receipt pictures with engaging apps on the one device that's always with us. This allows us to capture 15x as many shopping trips per day as consumer panels.

# Self - Reports

- Word-of-mouth dynamics

**Keller Fay Group**  
The Consumer Conversation Experts

Get Our Updates Home [f](#) [t](#) [l](#) [in](#) [w](#)

Who We Are Solutions News & Insights Keller Fay UK Contact Us

**WOM Dynamics Collected**

**Brand Level**

- Polarity: Positive, negative, mixed, neutral opinions
- Recommending: Buy, consider, avoid
- Content: What was said
- Credibility & Intended actions
- Influences: Customer Experience, Media/marketing
- Sender vs. Receivers

**Conversation Level**

- Mode: face to face, phone, online
- Venue: home, work, school, in-store, in-transit, etc.
- Participants: Who & how many

**Respondent Level**

- Demographics
- Influencer characteristics
- Media Usage Behavior

**SEARCH ...**

**RECEIVE OUR FREE NEWSLETTER**

**FIND OUT MORE**

**NEWS & INSIGHTS**

Engagement Labs Continues Strategic Expansion Into US and HK Markets

**WOM Dynamics Collected**

**Talk Track**

Diary-assisted survey about a day's conversations

Representative sample of consumers 13 to 69

- Respondents first recruited to take notes on conversations in 15 categories over 24 hours
- Brand/company names collected on open ended basis
- Covers all forms of WOM: Face to face, phone, online

Representative sample of consumers 13 to 69

- Participants re-contacted a day later to answer questions about brands talked about during past 24 hours
- Sample drawn from largest online consumer panels
- Demographically balanced to US Census
- 700 interviews weekly; 3,000 per monthly; 36,000 annually

Size of Database

- Over 30,000 conversational brand mentions per month
- Nearly 400,000 brand mentions per year
- Started June 2006; About 3 years in active database

Deliverables

- Clients may elect to receive a flexible schedule of deliverables: semi-annual reports on word of mouth in their category; monthly update reports; "deep dive" reports on topics of interest in their category; etc. In addition, clients may elect to

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## **Passive (Unobtrusive) Collection**

- Scanner Data
- Media Planning
  - Radio
  - TV
  - Social media
- Web Data
- Mobile Data

# Scanner Data

- Grocery business plus health and beauty aids
- The Data Chain
  - 80-100 CPG manufacturers
  - 60-100 Major warehouse and distribution centers
  - 30,000 supermarkets
  - 80,000,000 households
- The Data Cube
  - Geography x Product x Time x Variable
  - $G \times P \times T \times V > 10,000$  even for one category
- Aggregation (regions, SKU groups, temporal)

Revolutionized the field of Marketing in the early 1980s

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# Scanner Data

The image displays three screenshots of websites for scanner data solutions:

- Nielsen Solutions:** The top left screenshot shows the Nielsen Solutions homepage. It features a dark header with the Nielsen logo and navigation links for INSIGHTS, SOLUTIONS, NEWS CENTER, and ABOUT. A search bar is at the top right. Below the header is a colorful graphic of overlapping lines and dots. The main content area has a black header "SOLUTIONS" and a section titled "RETAIL MEASUREMENT". It includes sub-sections "WHAT WE MEASURE" and "HOW WE DO IT".
- IRI:** The middle screenshot shows the IRI website. It has a blue header with the IRI logo and navigation links for SOLUTIONS, RESULTS, INSIGHTS, and COMPANY. Below the header is a graphic of interconnected hexagons. The central hexagon contains a shopping cart icon and the text "MARKET PERFORMANCE & STRATEGY". Another hexagon to its right contains the text "MARKET MEASUREMENT".
- SPINS:** The bottom right screenshot shows the SPINS website. It has a blue header with the SPINS logo and navigation links for SCAN DATA and INSIGHTS. Below the header is a large blue section with the text "SPINScan" and "Access information from the channel defining the i...". At the bottom of this section are buttons for "NATURAL" and "SPECIALTY GOURMET".

**Measure what's happening in**  
Having point-of-sale information is a vital first step in being able to analyze trends, manage inventory, understand the impact of campaigns and more. Market Measurement Solutions offer comprehensive information on much you're selling but how you're doing across specific categories.

**The Natural Channel represents an \$11.5 billion opportunity and is at the epicenter of our industry.**  
Natural retailers remain the foremost source of innovation and quality standards within the marketplace, and committed consumers recognize their passion and alignment with the philosophies. As a result, the number of large, full-format natural supermarkets has shot thousand with annual sales exceeding \$1 billion and is the fastest growing channel.

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# Why do people pay so much?

- Completeness:

Linking aggregate sales movements to marketing instruments  
Ditto (and more) at the individual level  
Obtaining a richer set of performance measures beyond market

- Timeliness:

Getting the data within a window that allows for meaningful  
managerial action  
(i.e., less than the old lag time of 8 weeks or more)

- Accuracy

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# Managerial questions

- Impact of promotions:

Who buys our products on promotions?

Are customers borrowing from their future purchases?

Will cherry pickers become loyal?

- Impact of displays:

Which type of displays (e.g., end of aisle) work better?

- Within and Across Category :

Which categories are substitutes / complements?

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## Problems of Scanner data

Misses out on convenience stores, and some big retailers  
(Whole Foods, Aldi, Trader Joes)

Cannot make causal statements

Don't know behaviors and psychographics

Don't know the exact set of choices faced by the consumer at the time of decision.

# Media Planning - Radio

Welcome to kantarmedia.us •

KANTAR MEDIA

Powering Informed Decisions

AREAS OF EXPERTISE BUSINESSES PRODUCTS INSIGHT CENTER ABOUT US NETWORK

Find Client Logo

**Product Search**

My company type is: Select company type

My industry is: Select industry type

I'm looking for: Select media type

I'm looking to get: Select data type

View All Products

**Strategy™**

The industry standard for advertising research

Need a complete picture of advertising to define your competitive space? Kantar Media's Strategy is the tool you need with comprehensive reporting on advertising spend, placement, occurrences and creative across 25 different media. Our powerful and flexible web-based tool allows you to zoom in from top-level overview to highly-granular detail in just a few clicks, and create customized reports to suit your needs. And since Kantar Media is the world leader in ad monitoring, you know you can rely on our data and insights.

**Benefits**

- Track ad activity on 4+ million brands across 25 media
  - Television (Network, Spot, Cable, Syndication, Spanish-language)
  - Branded Entertainment (Network TV, Cable TV)
  - Radio (Network, National Spot, Local)
  - Magazines (Consumer, B-to-B, Local, Sunday, Hispanic)
  - Newspapers (National, Local, Hispanic)
  - Digital (Display, Paid Search, Online Video, Mobile App, Mobile Web)
  - Out-of-Home
- Web-based for anytime, anywhere access
- Quickly generate cross-media campaign reports
- Historical database provides insight into previous activity and today's trends
- Access creatives to view and download advertisements in broadcast and print media
- Integrate TV ratings, demographics and other third-party data for access through the same powerful interface

Kantar Media's Strategy allows you to access our data in multiple ways, from industry category through Network to Ad Size or Website. Or you can take a broad-based snapshot of the whole industry for strategic planning. Whether you require broad-based information for strategic goals or target-specific knowledge for tactical plans, Strategy puts the media world at your fingertips with the speed, accuracy and flexibility to craft your own inspiration.

**NIELSEN AUDIO IS HERE!**

**Press Release ➤**

**ABOUT NIELSEN AUDIO**

We're turning up the volume on radio measurement.

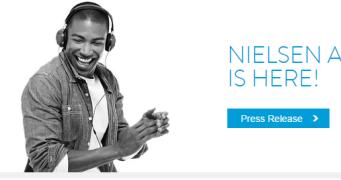
Nielsen has completed its acquisition of Arbitron, enhancing the scope of the data available across the physical and digital radio dial.

As the definitive source for comprehensive radio metrics and insights, Nielsen Audio is dynamic and evolving industry. Radio today is about more than what's playing and buzz words like audience reach, effective radio buys, multi-platform utilization terms that we speak fluently.

We're also on top of tomorrow's trends. That's because we know the way that we consume media can shift as consumers choose different devices. OMeters, for example, shed light on consumption trends across radio, broadcast TV and mobile on-device meters to help everyone from software providers to media content providers provide insights into consumer's complete mobile experience.

And with Nielsen Audio, you're never left to figure things out on your own. In addition to radio and lifestyle preferences, Nielsen Audio has the tools, services and software to help programmers, make the most of their air time. After all, we know that having great air puzzle, so we help radio groups streamline their sales processes and provide insights into their programming effectively.

It's time to tune in to absolute audio measurement and insight. It's time for Nielsen Audio.



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Descriptive Analytics

# Media Planning - TV

**TV AUDIENCE MEASUREMENT**

Home > Solutions > Audience measurement & insights > TV Audience Measurement

**TV & VIDEO AUDIENCE MEASUREMENT**



With the development of video streaming and the multiplication of device consumption is evolving rapidly. Consumers can access content anytime, smart phone on their daily commute to their PCs at home and measuring more complicated.

Both advertisers and media owners need reliable audience metrics that dynamics in their marketplaces—finding a robust way to measure multi-time shiftable media activity and evaluate it for efficiency in order to keep programming, advertising inventory and campaigns' reach for highest ROI.

Yet the majority of viewing still occurs at home on TV screens. Through transparent system we monitor the TV viewing behavior of our panelists cable, IPTV and satellite sources. By measuring both live and time-shifted the long tail of consumption—gaining a more robust view of opportunity single currency to the market.

We also look at consumers to understand their preferences, patterns of engage with content and what affect their loyalty. By linking this informed deeper level of market analysis and pinpoint steps you can take to improve

More info on our Media & Entertainment Research and Audience Measurement

**RENTRAK** PREDICTIVE MEASUREMENT MOVIES & TV EVERYWHERE

HOME | PRESS | CONTACT US | CLIENT LOGIN | Search

**MOVIES & TV EVERYWHERE** | **OUR SERVICES** | **WHO ARE YOU?** | **ABOUT RENTRAK** | **RENTRAK CAREERS** | **INVESTOR RELATIONS**

**TV Essentials**

**Providing television measurement from more than 35 million screens and approximately 16 million households across the country**, Rentrak is the trusted source for networks, agencies and advertisers, delivering the most precise and reliable TV ratings all day, every day across the largest media landscape.

**Exact Commercial Ratings\***

Rentrak's TV Essentials® helps television buyers and sellers make smart media transactions by providing a deeper understanding of the true value of their television viewing audience. Providing unparalleled TV measurement, this unique service allows media buyers, advertisers and television networks access to massive amounts of exclusive viewership information for a level of granular detail and stability absent from traditional television measurement services.

**Advanced Demographics**

Rentrak's Advanced Demographics allow users to more accurately pinpoint audiences they want to reach. By combining Rentrak's unique viewing intelligence with third-party consumer behavior information from sources like IHS, Experian, Simmons, and Edison, Rentrak users can dig deeper into TV

**WHAT ARE THE TOP 20 MOST ENGAGING TV SHOWS?**

**nielsen**

INSIGHTS | SOLUTIONS | NEWS CENTER | ABOUT

**TELEVISION**

Television and the way we watch it have come a long way since Nielsen began measuring TV audiences in 1950. Today, the ability to watch our favorite shows at any time and on multiple devices amplifies the need for exceptionally adept and flexible audience measurement capabilities.

And there's a big reason why Nielsen is synonymous with television audience measurement. We invented it. Since day one, we've offered the media industry the expertise it needs to make the best marketing decisions possible. Today, our expansive and representative television measurement services capture video viewing across different screens: television and computers.

**WHAT WE MEASURE**

Consumers are changing with the times, and the same goes for us. As technology continues to evolve and media companies try new ways to attract viewers, understanding what consumers are watching—and what they're watching on—is more important than ever. Today, viewing video is a personal and online experience. This media fragmentation is both a challenge and an opportunity.

Our capabilities include: rating point solutions that use panelists to inform successful scheduling and programming decisions.

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## Managerial Questions

Who is watching what show?

How is the viewership pattern changing over time?

TV viewership → Ad Spend

# Social Media Analytics

The image displays three separate web pages related to social media analytics:

- Hootsuite:** Shows a sidebar menu with "Products" expanded, listing Engagement, Publishing, Analytics (selected), uberVU via Hootsuite, Core Analytics, Campaigns, Platform, Extensions, and Mobile Apps.
- Topsy:** A search interface titled "TOPSY" with the tagline "Search and Analyze the Social Web." It features a search bar and filters for EVERYTHING, LINKS, TWEETS, PHOTOS, VIDEOS, and INFLUENCERS.
- sproutsocial:** A landing page featuring a large image of a smartphone, headphones, and a laptop keyboard. The headline reads "Powerful, Approachable Software for Social Business". A green button at the bottom right says "START YOUR FREE TRIAL".

A horizontal caption at the bottom right of the collage reads: "A Better Way to Manage Your Social Media".

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Descriptive Analytics

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## Managerial Questions

- Audience engagement for a campaign
- Brand mentions as compared to competitor
- Sentiment analysis

# Web Data

Measuring digital performance for 15 years.

Through the Compete PRO self-service platform, our best-in-class data helps professionals like you discover business opportunities, monitor competition, and benchmark performance.

[LEARN ABOUT COMPETE PRO](#)

Enter a website to get started ▾

compete.com

COMPETE PRO ENTERPRISE FEATURES

comSCORE.

PRODUCTS INDUSTRIES INSIGHTS INDUSTRY TRUST XMEDIA ACADEMY ABOUT US CAREERS

AUDIENCE ANALYTICS / Media Metrix Select a Product...

Media Metrix®

The Industry-Leading Online Audience Measurement and Media Planning Solution

CONTACT ME NOW

Knowing the size of your site's audience just isn't provides a complete view into the consumption ha well as your competitive set, along with demograph information.

At Ipsos, we've developed a platform to monitor the online and mobile activities of consumers in real-time using passive technology.

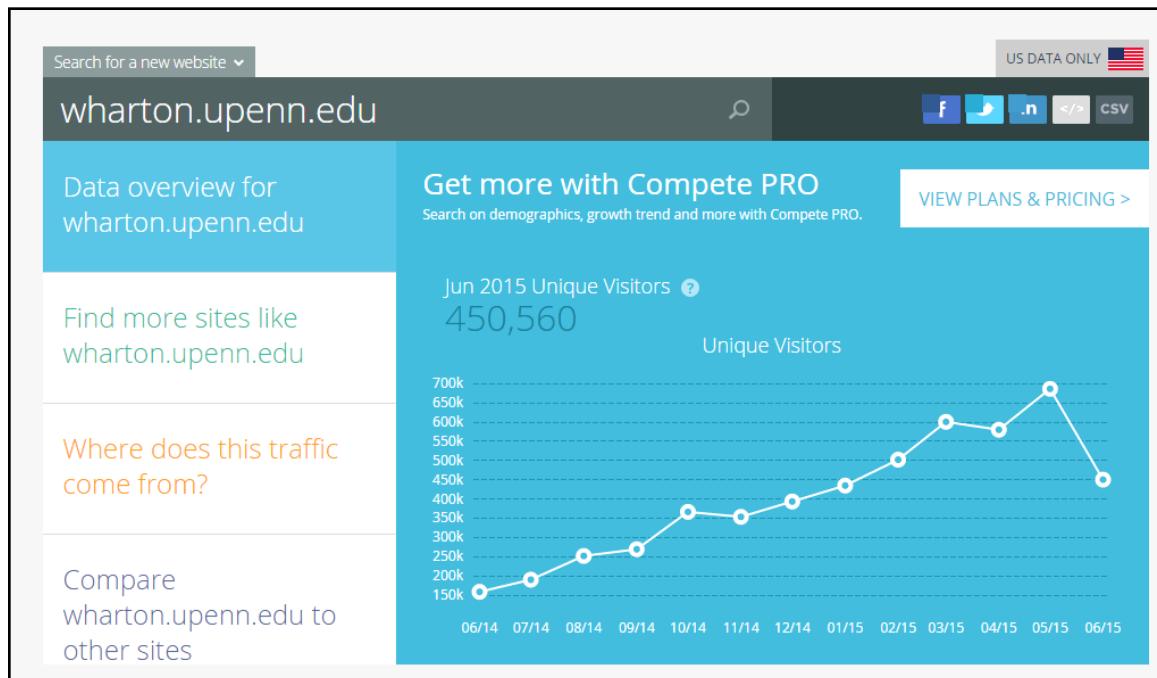
[Watch Video](#)



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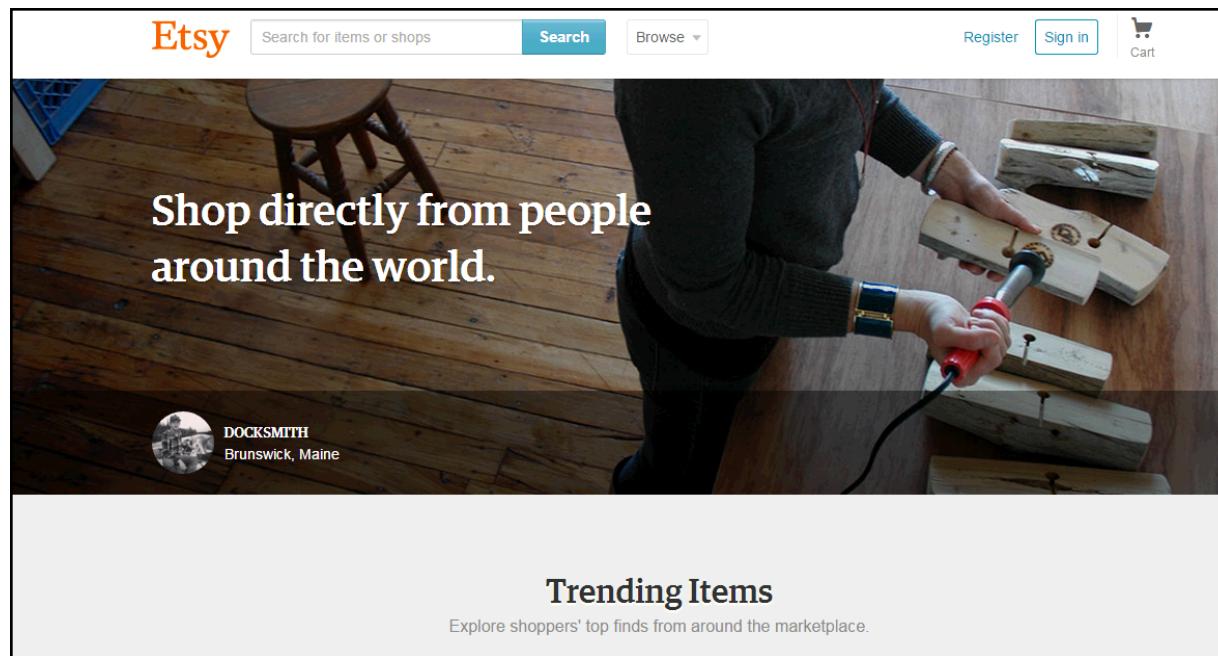
# Web Data



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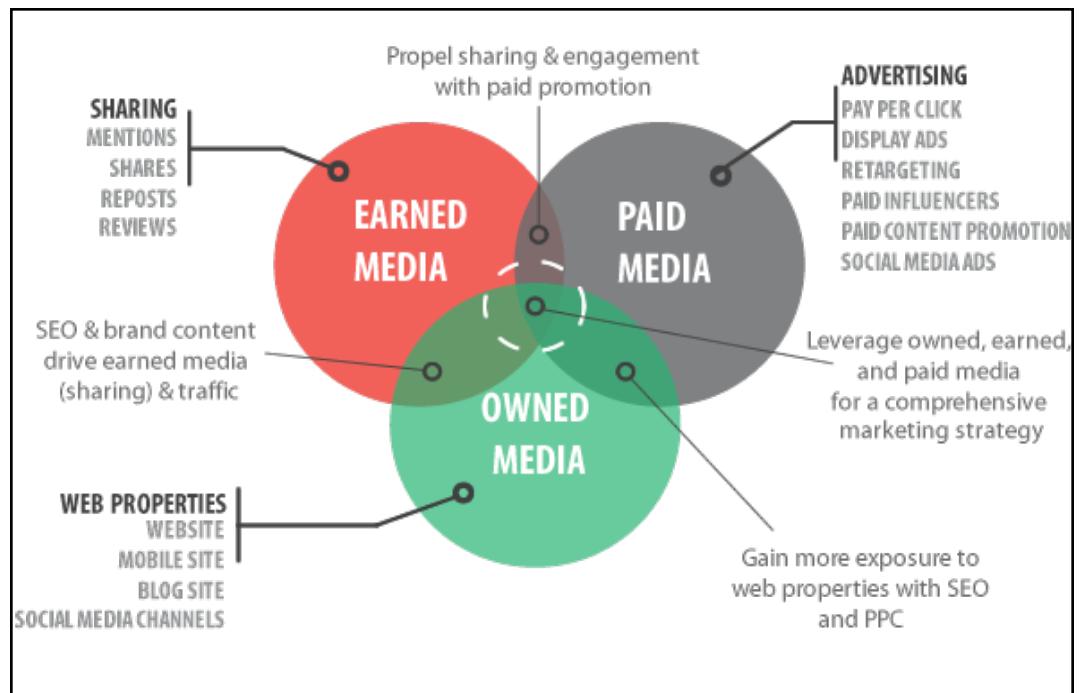
# Web Data – Individual companies



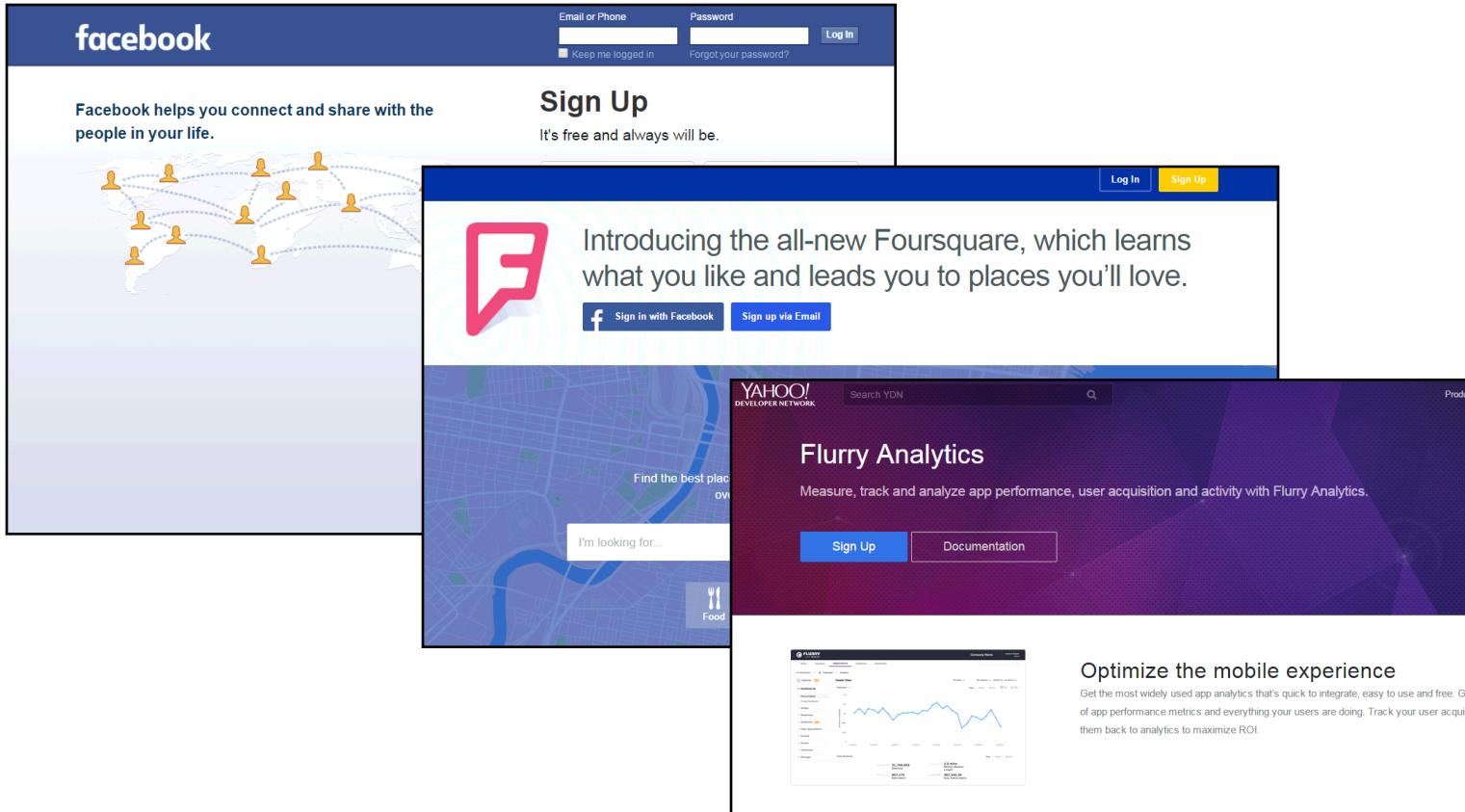
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Descriptive Analytics

# Managerial Questions



# Mobile Data



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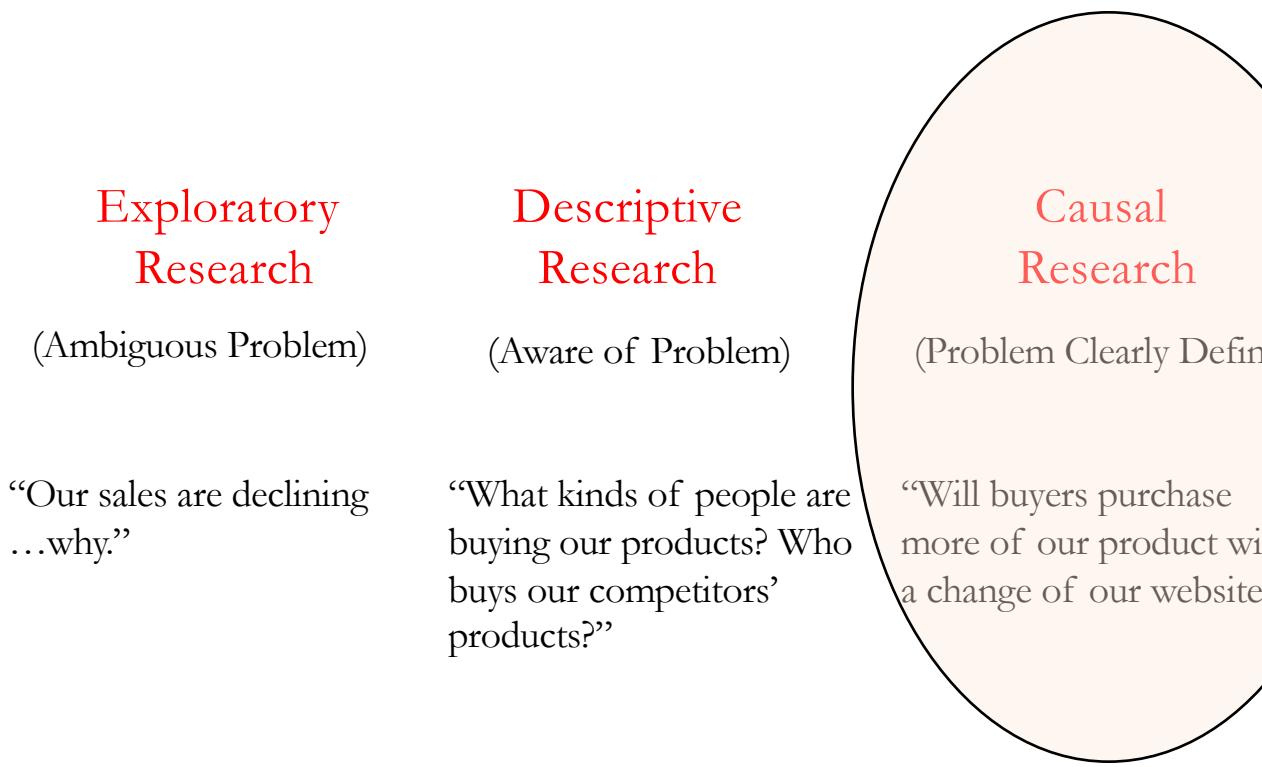
Descriptive Analytics

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# Managerial Questions

- Is customer search on the mobile platform different from the desktop?
- What information to show customers based on the location?
- Location-based coupons

# Types of Marketing Research



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# Correlation and Causation

- Correlation = relationship between two variables
- Causation = one variable producing an effect in another variable
- Correlation ≠ Causation

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# Causal Inference: Three Requirements

## 1) Correlation

- Evidence of association between X and Y

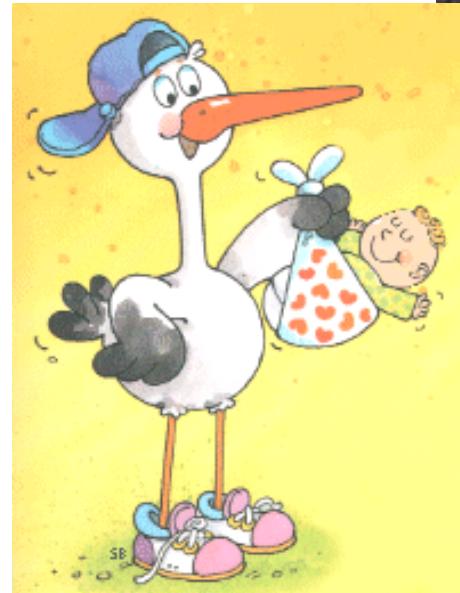
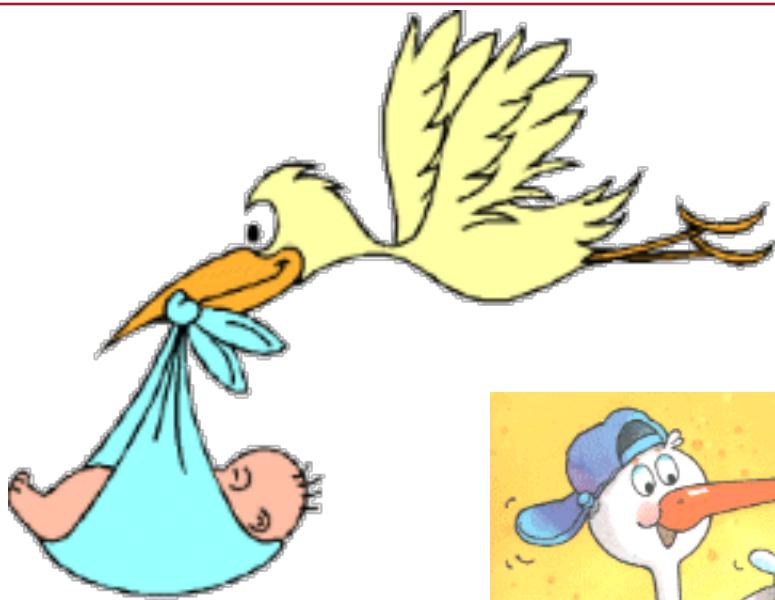
## 2) Temporal antecedence

- X must occur before Y

## 3) No third factor driving both

- Control of other possible factors





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## **3 Factors Necessary for Causation:**

**1) Correlation**

storks and babies in same house

**2) Temporal antecedence**

**3) No third factor driving both**

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## **3 Factors Necessary for Causation:**

**1) Correlation**

storks and babies in same house

**2) Temporal antecedence**

storks → baby

**3) No third factor driving both**

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## 3 Factors Necessary for Causation:

1) Correlation

storks and babies in same house

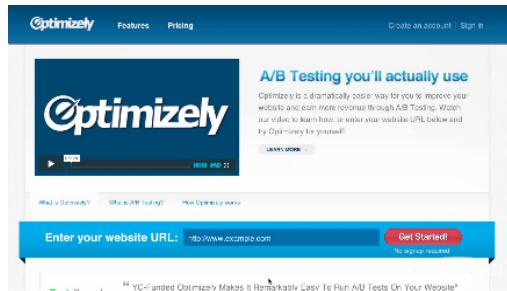
2) Temporal antecedence

storks → baby

3) ~~No third factor driving both~~

Houses warmer with pregnant women

# Several companies help with A/B Testing



WHARTON ONLINE

Descriptive Analytics

# Mobile A/B Testing

The image displays three separate web-based interfaces for mobile A/B testing:

- Optimizely:** Shows a dark blue header with navigation links: Sign Up, Log In, Solutions, Customers, Partners, Plans, Resources, and Careers. Below the header is a blurred background image of a person using a smartphone. The main content area features the Optimizely logo and the text "Make better decisions".
- Leanplum:** Features a purple header with the Leanplum logo. The main content area has a dark purple gradient background with two smartphones showing bar charts. The text "Mobile A/B Testing with Analytics" is prominently displayed.
- Mixpanel:** Has a dark blue header with navigation links: FEATURES ▾, PRICING, and COMPANY. The main content area includes the Mixpanel logo and the text "EXPERIMENT & SURPRISE YOURSELF WITH MOBILE A/B TESTING". It also contains a section about A/B testing power and a screenshot of a smartphone displaying a game with a "PLAY" button.

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# Pricing

Starter Plan		Enterprise Plan
No credit card required.		Customized For Your Business.
Absolutely Free		Schedule Demo
<a href="#">Test it out</a> <a href="#">Schedule Demo</a>		
<b>Create &amp; Launch Experiments</b>	Start making decisions with actionable data. Optimizely lets you see your ideas come to life quickly. Halt neverending debates with your team and boss.	
A/B testing	✓	✓
Multivariate Testing	✓	✓
<u>Instant Rollouts</u>	✓	✓
<u>Mobile Developer Tools</u>	✓	✓
<u>Multi-page Testing (funnel)</u>	✗	✓

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# Managerial Questions

- Website optimization
- Mobile App design
- Customized design
  - One to one marketing

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# Summary - Types of Marketing Research

## Exploratory Research

(Ambiguous Problem)

“Our sales are declining  
...why.”

## Descriptive Research

(Aware of Problem)

“What kinds of people are  
buying our products? Who  
buys our competitors’  
products?”

## Causal Research

(Problem Clearly Defin

“Will buyers purchase  
more of our product wi  
a change of our website

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# What is Marketing Research?

- Marketing Research - links the *market* to the *firm* through *information*.
- Marketing Research - information needed for actionable decisions.
- Marketing Research - principles for systematically *collecting* and *interpreting* data that can aid decision makers.