

Marketing Research Final Report and Presentation

See Syllabus for Due Date

The final presentation and report are the sum of all your efforts with the group project.

1 Presentation

Your presentation should highlight the most important findings from the report that serve to answer the managerial decision problem at hand. For presentation tips, please see:

Project Presentations Advice.pptx

Your score will be evaluated by:

1. Do you address the managerial decision problem?
2. Are you reminding us throughout the presentation how the analyses support MDP and MRP?
3. Do you make good use of your analytical toolkit (but not overemphasize it to the managers)? Do you use regression where appropriate? If use something advanced like clustering / factor analysis, do you have real insights generated?
4. Are you plots and table visualizations very illuminating and interesting?
5. Professionalism and communication effectiveness
6. Your objectivity as a researcher, not over-selling weak results
7. Clarity and ease with which we can follow your presentation (polish it!)
8. Aesthetics and clarity of results, please do not include ugly direct Radiant output (e.g. regression tables) that are unformatted. Are your tables and graphs labeled and following the format we learned about in weeks 4,6?
9. The quality of your recommendation to managers. Do you do back-of-the-envelope calculations that lead to realistic suggestions? (e.g. recommend building a new parking structure, how much would that roughly cost vs. how much extra revenue generated?)

2 Written Report

The report should be professional and well-written. With the final report you should be demonstrating that you can (1) apply the data analysis techniques to the data you've collected using your questionnaire and (2) interpret the findings to answer the research objectives and provide worthwhile recommendations. Your report should include:

1. A summary of the research objectives and the preliminary findings from the focus group.
2. Findings from the analysis of the survey sample that address the research objectives, including graphical representations of the data where helpful and a description of the techniques used.
3. Recommendations for the company and surrounding analyses (e.g. costs / potential benefits).
4. Details on additional research that might be conducted to further shed light on the research problems.

The format was described in previous lecture slides:

Figure 1: Format Was Discussed in Week 6, Revisit this!

Organizing the Report

- 1. Title Page**
 - Project name
 - Group members
- 2. Table of Contents**
- 3. Executive Summary**
 - Major findings
 - Recommendations
- 4. Introduction**
 - Detailed background information
 - Business environment
 - Research objectives
- 5. Methodology**
 - Research design
 - Data collection method
 - Focus group
 - Questionnaire development
 - Sampling framework
- 6. Findings and Recommendations**
- 7. Future Research**
- 8. Appendices**
 - Focus group summary
 - Questionnaire
 - Statistical output

Figure 2: Report

- It should answer:
 - Why was the research was done?
 - What were the major findings?
 - How should the management interpret these findings?
 - What recommendations should the management consider?

Your score will be evaluated by:

1. Do you answer the questions in Fig. 2 and follow the format in Fig. 1?
2. Is the report professional-seeming?
3. Your objectivity as a researcher, not over-selling weak results
4. Do you make good use of your analytical toolkit (but not overemphasize it to the managers)? Do you use regression where appropriate? If use clustering / factor analysis, do you have real insights generated?
5. Are you plots and table visualizations very illuminating and interesting?
6. Do you follow best practices of report (see below Figs. 3 and 4)

2.1 Best Practices for Report

For best practices in reports, remember:

Figure 3: Writing Reports

Writing Reports

- **Put the statistical output in parentheses.**
 - This way, it is clear what test you have carried out and what the output was without needless detail.
 - Report (to two decimal places):
 1. observed test statistic
 2. p-value
 - Inserting output tables from R/Radiant in the body of the report does not add any value. Use the appendices to include detailed information on the statistical procedures.
 - **Examples:**
 - We found a significant relationship between gender and TV ownership ($\chi^2 = 15.30$, p-value = 0.02).
 - There is a strong relationship between life satisfaction and job satisfaction ($r = 0.80$, p-value = 0.00).

Figure 4: Tables

Using Tables

- Every table should have a number and title.
- The arrangement of data items in a table should emphasize the most significant aspect of the data.
- The basis or unit of measurement should be clear.
- Make the table easy to read.
- Information that cannot be incorporated in the table should be explained by footnotes.
- If the table summarizes results from secondary data, the source of data should be cited.

3 Deliverables

Submit the following on Canvas.

1. The final report
2. The slide deck for the presentation

The intended audience of the report and presentation should be the management of the company for whom you have conducted the study. The presentation should be between 15 minutes long.