

Seminar paper M&R 2018

Please upload the paper as pdf-file and the r-Code as script to learn@wu.ac.at.

The data is based on a survey about e-grocery in Austria (excluding Vienna).
All analyses have to be done using R and have to be included in the r-script.

The paper should cover the following aspects:

- 1.) Preprocessing of the data for further analysis
- 2.) Descriptive analysis (univariate & bivariate)
- 3.) Selection of a suitable segmentation basis to segment the market
- 4.) Description of the segments using appropriate descriptors
- 5.) Please analyze the different segments regarding the market potential of e-grocery for the next year and select the most promising one.
- 6.) Develop a suitable marketing-mix strategy for this segment for a e-grocery provider.

The targeted audience for the paper is the e-grocery provider, who is not an expert in statistics. General knowledge of business administration can be assumed. Thus, the seminar paper should not focus on the technical aspects of the analysis. It should be made clear why certain analyses were performed and what can be concluded out of it.

A simple list of single evaluations without further explanation is not sufficient.

In case of using any assumption that cannot be derived out of the data, you have to document them carefully and – if possible- give sources to strengthen your assumptions.

Please summarize the most important findings of your analysis in a one-page management summary.