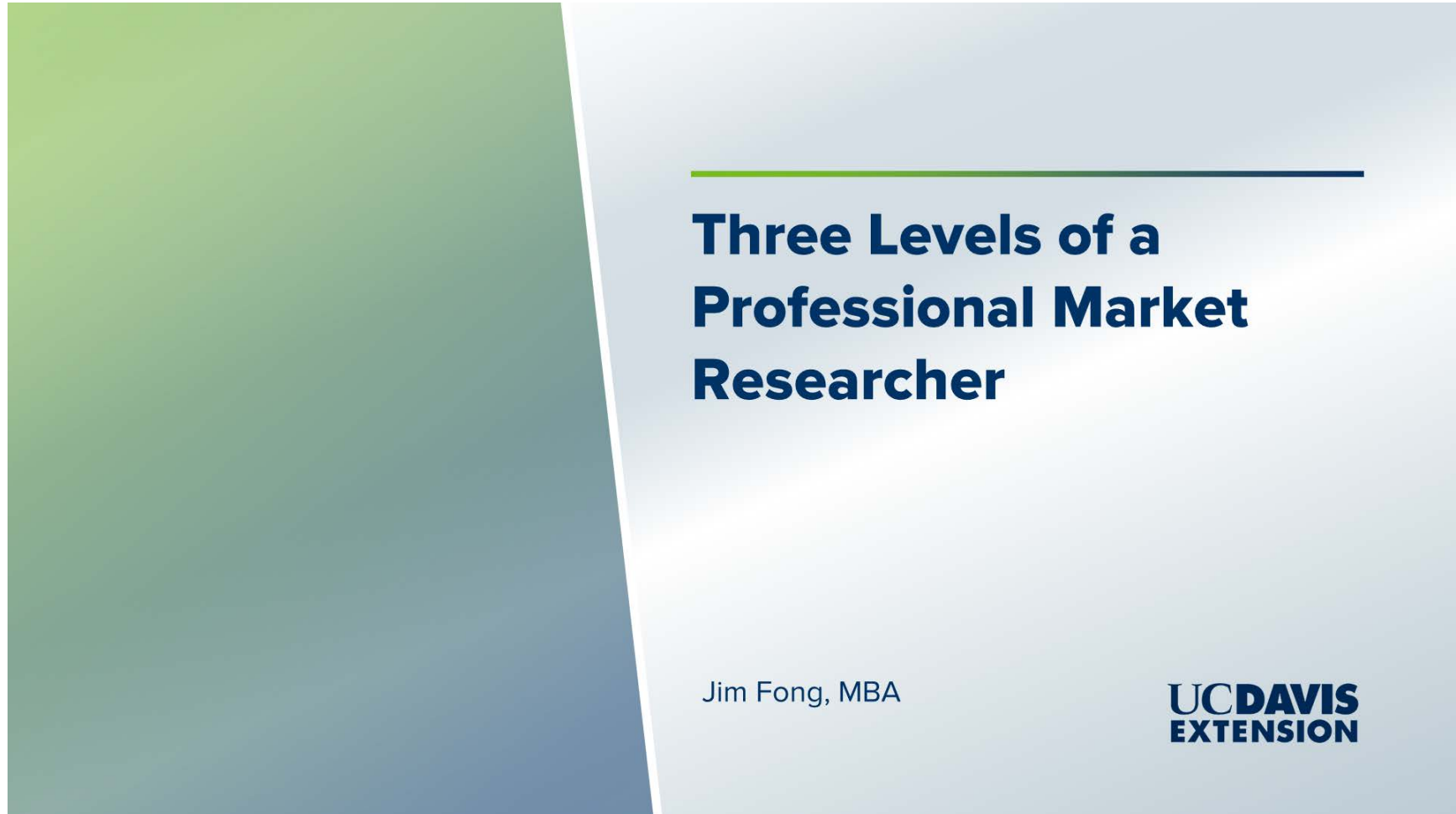


Lesson 2.6: Three Levels of a Professional Market Researcher

Slide 1: Three Levels of a Professional Market Researcher

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title is in a large, bold, dark blue font. Below the title, the presenter's name is displayed in a smaller, dark blue font. In the bottom right corner, the UC Davis Extension logo is shown in dark blue.

Three Levels of a Professional Market Researcher

Jim Fong, MBA

UC DAVIS
EXTENSION

Slide 2: Learning Objective

Learning Objective

Identify the three different levels of performance

Slide 3: Level One: Market Research

Level One: Market Research

Analyze Data

Report to client

Only what client
requested



Slide 4: Level Two: Market Research

Level Two: Market Research



Level One + interpret data

Provide insights

Slide 5: Level Three: Market Research

Level Three: Market Research

Level Two + extrapolate

Draw conclusions

Make insightful
recommendations,
provide value



Slide 6: Anybody Can Create Data

**Anybody Can
Create Data**



Don't be just anybody
Analyze more deeply

Slide 7: Example: Option 1

Example: Option 1

Basic delivery of Net Promoter Scores

Leave client to figure out meaning

Slide 8: Example: Option 2

Example: Option 2

Get Net Promoter Scores

Use data to answer
questions and solve
problem

That's Level Three
market research



Slide 9: Top Level Market Research

Top Level Market Research



Leveled up to top performance

Used internal and secondary research

Saw need for primary research that led to solution

Slide 10: Casino Case Study

The background of the slide is a composite image. On the left, there is a close-up of a roulette wheel with numbers 17, 24, 9, 7, 13, 10, 6, 11, and 30 visible. To the right of the wheel, there are several stacks of casino chips in various colors (green, blue, red, white). The entire image is overlaid with a semi-transparent green and blue gradient.

Casino Case Study

Hired to do marketing segmentation study

What types of people like this type of gaming establishment?

Based on charts of loyalty program

Slide 11: Casino Case Study

Casino Case Study



Given demographics and statistics on loyal customers

Four segments of customers

Focused on most loyal and first-timers

Slide 12: Most Loyal Customers

Most Loyal Customers



20 or 25% of revenues

Average age 51+

Visited over 100 times
per year

Extremely satisfied,
rarely complained

Slide 13: First Time in Loyalty Program

First Time in Loyalty Program

Average age mid-20s

Mostly men

Satisfaction two points
lower than most loyal

Dissatisfied with how long
it took to get drinks



Slide 14: Compare and Contrast

Compare and Contrast

Young Men	Age 51 + M/F
Dissatisfied	Very satisfied
Impatient about drinks	No complaint on drink delivery

Slide 15: We Had to Ask!

We Had to Ask!



Online survey

Cash incentive for
casino use

Asked how long it should
take to get a drink

Slide 16: How Long Should it Take to Get a Drink?

How Long Should it Take to Get a Drink?

Young Men	Age 51 + M/F
Dissatisfied	Very satisfied
How long? 5 minutes	How long? 20 minutes

Slide 17: Reshaped Path of the Research

Reshaped Path of the Research

Greater level of precision

Variant expectations
shaped research plan

Marketing could then
impact customer
satisfaction



Slide 18: Benefits of Level Three

Benefits of Level Three

Deliver significant results

Thorough use of internal and secondary research

Redirected next steps for research plan