

1) Executive Summary

1 page

2) Intro:

3 Business objective

Vs

3 Research aims

⊕ Business context: SWOT for  
Nespresso

- 3) 3 Hypothesis
- 4) 3 Variable (at least)
- from Nespresso DB
- [C, D, E, F]  $\Rightarrow$  Question.
- 5) 3 Model (which var for which model)
- 6) Sample size

# Business Subjectives

CFA  
vs

Research  
← aims  
Questionnaire →  
 $Q_1 - Q_5$   
 $Q_6 - Q_{10}$

1) Leading pos./Market share

1) Identify areas

Cluster + LDA for quality improv.

2) Customer satisfaction

2) Identify cust. preferences

DB → individual  
→ corpor.

3) Perception of sustainability

3) Policy evaluation

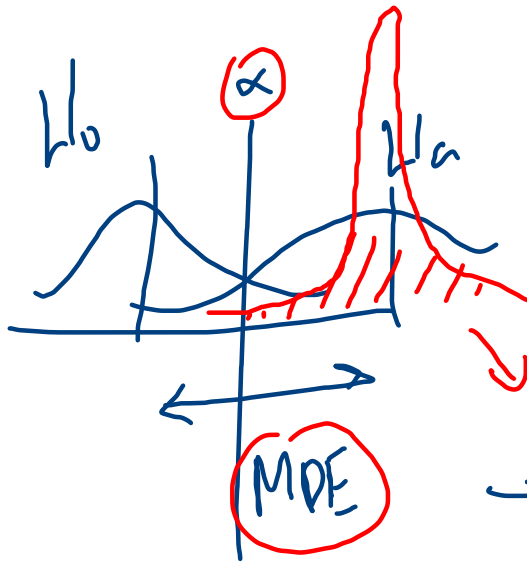
DD + Regression

+1000

Pib :

$$\Delta y_i = \alpha + \beta \Delta x_i + \Delta \varepsilon_i$$

$$\hat{\beta} \sim N(\beta, \text{Var}(\hat{\beta}))$$



$$\rightarrow N(\alpha; 1 - \beta; \underset{1000}{\text{MPE}})$$

