

Round 2

Market Research

BUDGET	BALANCE
\$5,000	\$5,000

- Scenario
- Report
- Memo
- Market Research
- Survey

Topics / Modules

Scenario




Objectives

You need to

- Analyze the market research and report your findings
- Determine which types of market research to conduct
- Manage a \$5,000 market research budget
- Build a survey

Quick Recap

 Before you jump back into the rebranding project, review the **total market research and report your findings**.

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 Then, use **quantitative and qualitative research methods** to research people who fit the profiles of Up-and-comer Raj and Energetic Jill.

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Topics / Modules

Report

One of Buh's product marketing managers is launching a new tote, and you need to help her understand the market research she purchased. Review the research in your research drawer and report your findings

Questions

Answer the 2 questions below worth a total of 20 points.

Who is Harry Potter's godfather?

- Viktor Krum
- Peeves
- Sirius Black
- Lee Jordan

What is the Dursely's address?

- 2 Larkspur Drive
- 4 Privet Drive
- 405 Tiebreaker
- 1600 Pennsylvania Ave

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Topics / Modules

Survey

Select from the list of questions below to create a survey.

You may ask your audience 11 questions. Make this survey count! You won't have another opportunity to survey this audience during the rebranding process.

Select Survey Questions

Select 3 items from the 5 available.

Questions

What is your age?

Available Responses
Under 18 18-24 25-34 35-44 45-54 Over 55

What is your gender?

Available Responses
Female Male

Where do you live?

Available Responses
Africa Antarctica Asia Australia Europa
North America / Central America South America

Do you live in the United States?

Available Responses
yes no

What is your employment status?

Available Responses
Full-time Part-time Retired Unemployed

Selected Questions

0/3

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Round 1

Basic Data Transformation

BUDGET	BALANCE
\$10,000	\$10,000

- Scenario
- Objectives
- Landing Page - Conversions
- Landing Page - Traffic
- Sales - January
- Sales - February
- Sales - March
- Search Ad Campaign
- Analytics Report
- Budget Allocation
- Topics / Modules >

Landing Page - Conversions

Recent inconsistencies and errors in Buhi's web data have made it hard to collect insightful information. You must clean the web data to move forward with your website analysis.

1 - Download Q1 Web Data

The web data contains the following data:

- Conversions

[Q1 Web Data - Conversions](#)

2 - Perform Basic Data Transformations

- Remove extreme outliers
- Remove incorrect value formats (e.g., age = "twelve" instead of 12)
- Remove impossible values (e.g., age = 203 or state = Canada)
- Remove any date outside of Q1 2019 (e.g., date = 07/21/2019)

Note: To remove outliers, impossible values, and incorrect values, clear the individual cells, NOT entire rows. After clearing a cell, simply leave it empty.

3 - Upload Cleaned CSV Files

Upload Conversion Data

Accepted File Type(s): csv

Yours is csv

✓ File must contain 6 columns with the names: "ID", "Landing Page", "Date Range", "Country", "Ad Campaign Clicks", "Converted Sales"

Yours has "ID", "Landing Page", "Date Range", "Country", "Ad Campaign Clicks", "Converted Sales"

✓ File must contain 390 rows (+- 10)

Yours has 391 rows.

BUHI_LandingPageConversions.csv

Remove

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Run Simulation

Reading Assist

Basic Data Transformation Results

Reload Scores

Data Transformation Files

<p>Langind Page - Traffic</p> <p>Oops, you didn't submit a file.</p>	<p>February Sales</p> <table border="1"> <tr> <td>Erroneous Formats 3/71</td> <td>Impossible Values 0/51</td> </tr> <tr> <td>Was Already Correct 0/3</td> <td></td> </tr> </table>	Erroneous Formats 3/71	Impossible Values 0/51	Was Already Correct 0/3		<p>Search Ad Campaign</p> <table border="1"> <tr> <td>Extreme Outliers 0/18</td> <td>Impossible Values 0/23</td> </tr> <tr> <td>Erroneous Formats 0/5</td> <td></td> </tr> </table>	Extreme Outliers 0/18	Impossible Values 0/23	Erroneous Formats 0/5	
Erroneous Formats 3/71	Impossible Values 0/51									
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<p>January Sales</p> <table border="1"> <tr> <td>Impossible Values 0/22</td> <td>Erroneous Formats 0/100</td> </tr> </table>	Impossible Values 0/22	Erroneous Formats 0/100	<p>March Sales</p> <table border="1"> <tr> <td>Erroneous Formats 0/43</td> <td>Impossible Values 0/25</td> </tr> </table>	Erroneous Formats 0/43	Impossible Values 0/25	<p>Landing Page - Conversions</p> <table border="1"> <tr> <td>Was Already Correct 0/39</td> <td>Erroneous Formats 0/23</td> </tr> <tr> <td>Impossible Values 0/6</td> <td>Extreme Outliers 0/3</td> </tr> </table>	Was Already Correct 0/39	Erroneous Formats 0/23	Impossible Values 0/6	Extreme Outliers 0/3
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Impossible Values 0/6	Extreme Outliers 0/3									

Budget Allocation

Total Revenue	Average Revenue
\$66,920.00	\$13,384.00



Not what you expected? Get help from our Experts

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