

INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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MARKET RESEARCH AND ANALYSIS TRAINING

1. Introduction to Market Research

- Definition and scope of market research
- Importance of market research in business strategy
- Overview of market research process

2. Research Design and Methodology

- Formulating research objectives and hypotheses
- Exploratory, descriptive, and causal research designs
- Sampling techniques and sample size determination

3. Data Collection Methods

- Surveys: Design, implementation, and analysis
- Interviews: Structured vs unstructured approaches
- Observation techniques and experimental research
- Secondary data sources and data triangulation

4. Data Analysis Techniques

- Quantitative analysis: Descriptive and inferential statistics
- Qualitative analysis: Coding, thematic analysis, and content analysis
- Using statistical software for data analysis (e.g., SPSS, R)

5. Market Segmentation and Targeting

- Bases for segmentation: Demographic, psychographic, behavioral
- Targeting strategies: Undifferentiated, differentiated, and concentrated
- Positioning strategies and perceptual mapping

6. Competitive Analysis

- Identifying competitors and competitive intelligence
- SWOT analysis and competitive benchmarking
- Strategic implications of competitive analysis

7. Market Research Reporting

- Structure and components of research reports
- Data visualization techniques and tools
- Presenting findings to stakeholders

8. Ethical Issues in Market Research

- Privacy, confidentiality, and informed consent
- Avoiding biases and ensuring research validity
- Ethical considerations in data collection and analysis

9. Emerging Trends in Market Research

- Impact of technology (AI, machine learning) on market research
- Globalization and cross-cultural considerations
- Trends in consumer behavior research

10. Case Studies and Applications

- Analysis of real-world market research projects
- Group projects: Designing and executing a market research study
- Presentation of findings and recommendations

ADVANCE TOPICS:-

• 1 Advanced Research Methodologies

- Advanced quantitative research methods
- Advanced qualitative research techniques
- Experimental designs and A/B testing methodologies

- **2 Big Data Analytics in Market Research**

- Introduction to big data and its relevance in market research
- Data mining techniques: Association rules, clustering, and classification
- Predictive analytics and forecasting models

- **3 Advanced Sampling Techniques**

- Probability sampling methods (stratified sampling, cluster sampling)
- Non-probability sampling techniques (convenience sampling, quota sampling)
- Sample size determination and power analysis

- **4 Advanced Data Analysis**

- Advanced statistical software applications (e.g., SAS, Python for data analysis)
- Regression analysis: Multiple regression, logistic regression
- Structural Equation Modeling (SEM) and Path Analysis

- **5 Strategic Market Segmentation and Targeting**

- Advanced segmentation techniques
- Targeting strategies in niche and global markets
- Positioning strategies for competitive advantage

- **6 Competitive Intelligence and Strategic Analysis**

- Competitive landscape analysis using advanced frameworks (e.g., Porter's Five Forces)
- Competitive benchmarking and gap analysis
- Strategic implications and decision-making based on competitive insights

- **7 Market Research Reporting and Visualization**

- Advanced report writing techniques for executive summaries and detailed reports
- Data visualization tools and techniques
- Effective communication of complex findings through visual storytelling

- **8 Ethical Considerations in Advanced Market Research**

- Ethical challenges in big data analytics and privacy concerns
- Best practices for maintaining research integrity and transparency
- Ethical decision-making frameworks in complex research scenarios

- **9 Emerging Trends in Market Research**

- Innovations in market research methodologies
- Globalization trends and cross-cultural implications in research design
- Impact of digital transformation on consumer behavior research