Analysing Market Survey Report
Posted by Gagan - 2010/10/08 07:57

I have a market survey report that discusses logistics distribution trend. I got this report from public domain with the answers for the respondents compiled against the respective questions and answers in percentages. Now I want to perform some statistical analysis on the survey based on the question/answer to get some relationship between the parameters in question or predict the trends in the logistics distribution. I am a novice to the subject of statistics. Would appreciate if you could provide some guidance and/or suggest some good read to begin with.

==

Re:Analysing Market Survey Report
Posted by rpoint2012 - 2011/03/20 11:11

Personal interviews. Like focus groups, personal interviews include unstructured, open-ended questions. They usually last for about an hour and are typically recorded.
Focus groups and personal interviews provide more subjective data than surveys. The results are not statistically reliable, which means that they usually don't represent a large enough segment of the population. Nevertheless, focus groups and interviews yield valuable insights into customer attitudes and are excellent ways to uncover issues related to new products or service development.

==

Re:Analysing Market Survey Report
Posted by SterlingResearchGroup - 2011/05/31 12:56

Whether you are a business or a new product, conduct market analysis, the first step in determining whether it is necessary, if the hearing of your idea. You know the needs of the market and how it is that you now hold important information essential to the development of your product / service and marketing plan. Too often, companies spend thousands of dollars a "new" idea starts with a limited market, because competition.

Although the quality of your product is crucial for developing the best product on the market will not necessarily correlate with the most sales. Up to 50 percent of the price of a product may be on the market. The company that wins the marketing game rule, with more market share

Conducting a market analysis will help you:
• plan to enter a new market
• start a new product/service
• Start a new business

==