# E-Content
# BBA402- Marketing Management

## Lecture 10- Marketing Research DATA sources, CRM

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# Sampling

A sample is a group of elements (persons, stores, financial reports) chosen for research purposes from among a "total population" or "universe" of all possible participants who fit the target criteria for research subjects.

# Analyzing Primary Data

Analyzing data is the process of interpreting what it means, generating recommendations, and reporting results to the appropriate stakeholders within an organization.

- Qualitative: Summarizing key themes and takeaways as well as including verbatim comments from research participants that express important points.

- Quantitative research: Researchers apply a variety of statistical tabulations and tests to determine what the data are saying, which findings are truly significant, and what meaningful correlations or relationships exist to offer new insights about the target segment.

# Publicly Available Data Sources

| Website | Description |
|---|---|
| Data.gov | A centralized portal for open data available from the U.S. government |
| FedStats | A U.S. government-maintained Web site that provides access to a wide variety of statistical data published by the federal government. |
| Google Public Data Directory | A directory of publicly-available data sources from around the world. |
| Google Trends | A search tool for exploring search volume for any term used in a Google search. |
| Pew Research Center | Public opinion and research reports from a non-partisan, American think tank. |
| U.S. Bureau of Economic Analysis | Data published by the federal government about economic indicators for the economy as a whole, as well as specific industries and economic sectors. |
| U.S. Census Bureau Data | Demographic and geographic information about the population of the United States. |

# Publicly Available Data Sources (continued)

| Website | Description |
|---|---|
| U.S. Small Business Administration (SBA) General Business Data and Statistics | A collection of data about the U.S. economy, industries, businesses and the general population, developed with business users in mind. |
| United Nations UNdata | A data service of the United Nations that provides centralized access to a wide variety of U.N.-maintained data sets such as demographics, socioeconomic status and development indicators for nations around the world. |
| World Bank Data | Economic data and economic development indicators for 100+ countries around the world. |
| World Trade Organization (WTO) Data | Information about international trade and tariffs and the regulatory environment for 100+ WTO member countries. |

# Syndicated Marketing Research Data

| Website | Description |
|---|---|
| Acxiom | Extensive consumer datasets containing demographic, purchasing, credit, and other information companies can map to their own customer and prospect data for research, marketing analytics, and marketing campaign execution. |
| Experian | Extensive consumer datasets containing demographic, purchasing, credit, and other information that companies can map to their own consumer and prospect data for research, marketing analytics, and marketing campaign execution. |
| GfK MRI (formerly MediaMark) | Extensive datasets around multimedia audience research and measurement. |
| Ipsos | The Affluent Survey USA is an annual survey tracking media and consumer spending habits of U.S. households in the top 20% income level. |
| IRI | Point-of-sale data linked to household panel purchasing data, providing detail around sales, pricing, promotion and market share for a variety of consumer products. |

# Syndicated Marketing Research Data (continued)

| Website | Description |
|---|---|
| Media Audit | Audience demographics and media consumption profiles for 100+ media markets in the U.S. |
| Nielsen | Point-of-sale data linked to household panel purchasing data, providing detail around sales, pricing, promotion and market share for a variety of consumer products. Datasets to support popular lifestyle and behavioral segmentation systems such as PRIZM. |
| Roper Center for Public Opinion Research | Database of public opinion and polling questions exploring many aspects of American life, including contemporary data as well as polling data dating back to the 1930s. |
| Yankelovich | MONITOR provides long-running syndicated research about consumer values, attitudes, and trends. |

# Other Sources of Marketing Data

| Website | Description |
| --- | --- |
| Google Analytics | Detailed analytics, statistics and insights about Web site traffic, usability and sales effectiveness. Free and premium services available. |
| LexisNexis | Searchable source for full-text articles from regional, national and international newspapers, government documents, and many legal, medical and business publications. |
| Statista | A subscription-based statistics portal, providing searchable access to many original sources of market, industry, and business data. |