

€ TRAINING

Data Analysis Techniques in Market
Research



16 - 20 February 2025
Dubai (UAE)



Data Analysis Techniques in Market Research

REF: R1715 DATE: 16 - 20 February 2025 Venue: Dubai (UAE) - Fee: 4400 Euro

Introduction:

This training program is designed to equip participants with the essential skills and methodologies required for proficiently analyzing market data. Through it, participants will explore a variety of techniques tailored specifically for market research purposes, enabling them to effectively interpret and derive actionable insights from complex datasets. They will gain a deeper understanding of how to leverage data analysis to inform strategic decision-making in the dynamic field of market research.

Program Objectives:

By the end of this program, participants will be able to:

- Understand market research data analysis fundamentals and tools.
- Perform exploratory data analysis and identify trends.
- Use advanced statistical methods for market insights.
- Analyze qualitative data for consumer behavior insights.
- Present research findings through effective visualization and reporting.

Targeted Audience:

- Market research professionals seeking to enhance their data analysis skills.
- Business analysts aiming to deepen their understanding of market research techniques.
- Marketing executives and managers interested in leveraging data for strategic decision-making.
- Data analysts looking to specialize in market research analysis.
- Researchers focused on analyzing market trends and consumer behavior.

Program Outlines:

Unit 1.

Introduction to Market Research Data Analysis Techniques:

- Overview of fundamental concepts in data analysis.
- Introduction to common data analysis tools and software.

- Understanding the importance of data quality and reliability.
- Exploring key data collection methods and sources.

Unit 2.

Exploratory Data Analysis in Market Research:

- Techniques for exploring and summarizing data.
- Understanding data visualization and graphical representation.
- Identifying patterns, trends, and outliers.
- Conducting correlation and regression analysis.

Unit 3.

Advanced Statistical Analysis in Market Research:

- Introduction to inferential statistics and hypothesis testing.
- Techniques for analyzing relationships between variables.
- Understanding significance testing and confidence intervals.
- Utilizing advanced statistical models for predictive analysis.

Unit 4.

Qualitative Data Analysis in Market Research:

- Introduction to qualitative research methods and techniques.
- Understanding coding and thematic analysis.
- Techniques for analyzing textual and narrative data.
- Utilizing qualitative data to gain insights into consumer behavior and preferences.

Unit 5.

Reporting and Visualization of Market Research Data:

- Effective communication of data insights and findings.
- Techniques for creating clear and compelling data visualizations.



- Utilizing data storytelling to engage stakeholders.
- Importance of accuracy and transparency in data reporting.