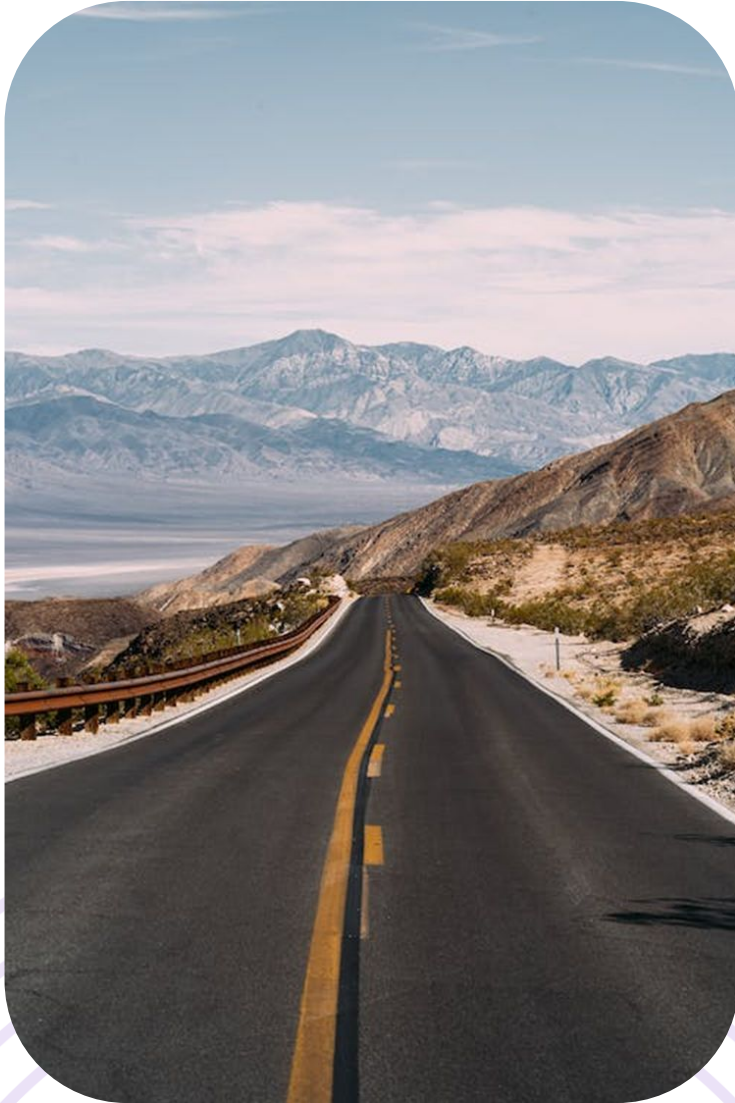# Vase.ai

Assume Nothing with Consumer Research

How to Conduct Data Analysis Accurately and Effectively?

aka How do I prepare the PowerPoint report
with my analysis?

Where do we start?

Where do we start in making data analysis easier for ourselves? Does data analysis only begin after data collection is complete and you're about to start analysing? Not really.

Making data analysis easier is an effort that begins even when you start planning the research you're about to conduct.

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1-2-3 step to complete your research project

From Idea to Insight: Simplifying Your Research Project with the 1-2-3 Approach!

01

Research objectives

Why are research objectives important? Research objectives are important because they establish the scope and depth of your project.

02

Questionnaire design

The questionnaire must be designed with clear and concise questions that are relevant to the research objectives to ensure that the data collected is useful.

03

"Actual" Data Analysis

When research objectives are clearly defined, data analysis becomes more straightforward since the focus is on identifying and interpreting data that is directly relevant to the research questions.

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## Module 1

Defining your Research Objectives clearly

Clearly defining a research objective is crucial in a consumer research study because **it sets the direction and purpose of the study**.

It helps researchers to focus their efforts and resources on answering specific research questions and identifying key insights about consumer behavior, attitudes, and preferences.

I
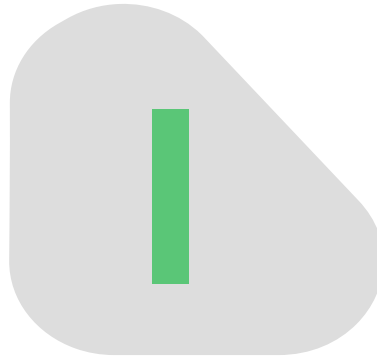
What are the business issues that you are trying to solve?

What consumer insights could be useful to address these business issues?

II
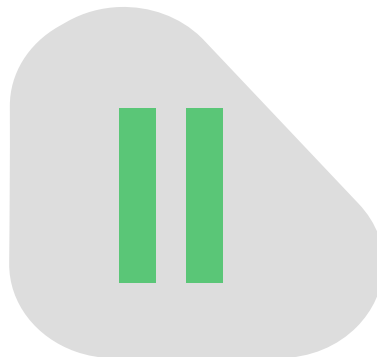
What is the research objective derived from the business issues?

What exactly do we want to find out to address the business issues? A good research objective will guide us to form relevant hypothesis - hypotheses you've had about your product, customers, etc. that can be confirmed or disproved using the data you're collecting.

01 Research objectives

Useful frameworks when defining research objectives

In the event of any uncertainty in defining research objectives, **frameworks are a good place to start**.

It helps guide the thought process behind what the research is trying to find out so that certain next steps can be taken once the results have been collected.

DIA	Question-Oriented	What do I want to know?	**D**ata
		Why do I need to know?	**I**nsights
		What will I do after knowing?	**A**ction

AID	Action-Oriented	What next?	**A**ction
		What do I need to decide?	**I**nsights
		What data do I need?	**D**ata

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Shift in Personal Care Routine During Pandemic

Jane is the brand manager for a diverse range of personal skincare products including facial skin cleansers, hair shampoos, and body washes. Unfortunately, sales for her brands have taken a hit due to the ongoing pandemic. To better understand the current consumer sentiment towards these product categories, Jane is eager to conduct research. However, due to budget constraints, she must find creative ways to gather relevant information that will inform her business strategy. To address this, she turns to quick and cost-effective online studies that can provide valuable insights into the latest consumer trends and preferences.

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Shift in Personal Care Routine During Pandemic

Jane's situation highlights the importance of decoding the business issue in a smart and systematic way to come up with research objectives that address the core problems. She could potentially use the DIA framework to form her research objectives as follows:

Data

What does Jane want to know?

To understand the shift in personal care routines at the individual product category level

Insights

Why does Jane need to know this?

She wants to know why she has been facing a decline in sales for her personal skincare products during the pandemic.

Action

What will Jane do after knowing this?

She will use the insights to create a marketing campaign to sell her products as an answer to the potential issues consumers are facing.

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Jane's situation highlights the importance of decoding the business issue in a smart and systematic way to come up with research objectives that address the core problems. She could potentially use the DIA framework to form her research objectives as follows:

Data

Research objectives derived from business issue

To understand the shift in personal care routines at the individual product category level

Insights

Business issue faced

She wants to know why she has been facing a decline in sales for her personal skincare products during the pandemic.

Action

Next steps after research

She will use the insights to create a marketing campaign to sell her products as an answer to the potential issues consumers are facing.
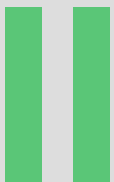
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Jane's situation highlights the importance of decoding the business issue in a smart and systematic way to come up with research objectives that address the core problems. In her case, she faces a decline in sales for her personal skincare products during the pandemic and needs to identify the reasons behind this trend. She could break down the business issues into few hypothesis:

What are business issues are Jane trying to solve?

She faces a decline in sales for her personal skincare products during the pandemic.

What are the research objectives derived from the business issues?

To understand the shift in personal care routines at the individual product category level
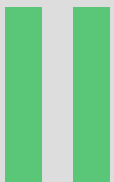
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Practice makes perfect

Jane's situation highlights the importance of decoding the business issue in a smart and systematic way to come up with research objectives that address the core problems. In her case, she faces a decline in sales for her personal skincare products during the pandemic and needs to identify the reasons behind this trend. She could break down the business issues into few hypothesis:

I

What are business issues are Jane trying to solve?

She faces a decline in sales for her personal skincare products during the pandemic.

II

What are the research objectives derived from the business issues?

To understand the shift in personal care routine at the individual product category level ▢ Specifically, it is hypothesized that consumers are now opting for more affordable options due to lower income levels caused by the pandemic.

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Data

Research objectives derived from business issue

To understand the shift in personal care routines at the individual product category level
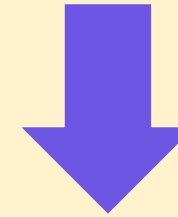
This research objective is concise, but this level of detail is not enough for ease of analysis later on!
Let's expand and explain.

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01 Research objectives
Practice makes perfect

Research objective

What is the "short version" of the research objective?

To understand the shift in personal care routine at the individual product category level

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01 Research objectives
Practice makes perfect

Research objective	Expanded research objective
What is the "short version" of the research objective?	What is the "long version" of the research objective?

To understand the shift in personal care routine at the individual product category level	The research study needs to find out:
	
	1. Is there a change in the:
	  i. Number of products consumers use
	  ii. Brand of products consumers use
	
	2. If there is a change, why?
	
	3. How do consumers choose a skincare or personal care brand? What affects their decision?

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01 Research objectives
Practice makes perfect

Research objective	Expanded research objective	Hypotheses
What is the "short version" of the research objective?	What is the "long version" of the research objective?	What are the assumptions the brand has made that can be proved/disproved using this study?

Research objective

To understand the shift in personal care routine at the individual product category level

Expanded research objective

The research study needs to find out:

1. Is there a change in the:
   i. Number of products consumers use
   ii. Brand of products consumers use

2. If there is a change, why?

3. How do consumers choose a skincare or personal care brand? What affects their decision?

Hypotheses

Hypotheses relating to research objectives

The brand assumes:

1. Consumers use
   i. Fewer number of products
   ii. Less expensive brands

2. The change is due to "downsizing" due to the pandemic

3. Value for money is very important to consumers when choosing a brand

Hypotheses not relating to research objectives

4. Women over 40 are more likely to want personal care products that advertise anti-aging claims.

5. Influencers have an impact on the buying decisions of consumers aged 35 and below, with TikTok appealing more to those aged 24 and below, and Youtube / Instagram appealing more to those aged 25-35.

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Research objectives

Practice makes perfect

ACTIVITY

Try doing it yourself!

Look at this dashboard (access code is "vase") of a survey that was conducted on a Gen Z target audience, and based on the questions asked, fill in the table of research objectives we just discussed.

Feel free to make your research objectives and hypotheses as detailed as possible, as this will make it easier to analyse the data later on!

Keep your table after you're done with this module! You'll need it for the follow-up activities in Modules 2 and 3.

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Research objective	Expanded research objective	Hypotheses

What is the "short version" of the research objective?	What is the "long version" of the research objective?
	
	The research study needs to find out:
	
	1.
	
	2.
	
	3.
		What are the assumptions the brand has made that can be proved/disproved using this study?
		
		Hypotheses relating to research objectives
		
		The brand assumes:
		
		  1.
		
		  2.
		
		  3.
		
		Hypotheses not relating to research objectives
		
		  4.
		
		  5.

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Thank you

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