Syndicated Data Analysis

Professor Doug Bowman
Syndicated Data Analysis ...

Learning Objective

Give students hands-on experience using syndicated data to generate market insights, which in turn drive actionable category and product/brand plans.
Some Questions We Often Ask

- **Score keeping**
  - How are we doing vis-à-vis last year? the competition? the status quo?

- **Understand “causality”**
  - What factors influence our sales and share? What is their relative influence?

- **Prescription**
  - What should we do?
What is Syndicated data?

- Aggregation of structured or unstructured data from multiple people or companies for redistribution to the market.

- Examples and Uses:
  - Sales: point-of-sale, consumer panel, shopper card
  - Attitudes & Trends: survey data (Mintel, Simmons, Forrester)
  - Economic: Repackaged public or government data
  - Media: TV/Radio/Print measurement, social media (facebook), mobile, internet (Buzz, ads, search), couponing

Source: Eric Schmidt
Approximate Schedule

- **Day 1 (Wed. Feb.26, 8:30am-12:45pm)**
  - Intro; Scanner Data; Intro to Market Response Analysis; Experimentation Lab; Market Response Analysis Lab; Category Analysis Lab; Resource Allocation

- **Day 2 (Thurs. Feb.27, 8:30am-12:45pm)**
  - Promotion Analysis; Misc. Econometrics Topics; Vendor Perspective (guest speaker); SEO Analytics (guest speaker)

- **Day 3 (Fri. Feb.28, 8:30am-4:00pm)**
  - Mktg Mix Models (guest speaker); Brita Case Study; Valuing Customers; Leveraging Customer Databases (guest speaker); Reading Published Studies