



MYRA School of Business, 2017

Market Research and Analytics

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This core course will serve three purposes:

1. To complete the introduction to statistics and data analysis started in the Business Statistics course with specific marketing applications in mind.
2. To introduce methodology to carry out market research (finding out more about markets) and marketing research (data-driven ways of doing marketing).
3. To give students the experience to doing hands-on projects - specifically projects related to marketing - in a systematic and rigorous way.

The course will run in two modules. For the marketing research module, each student will have to complete a project proposal, done individually. This proposal will consist of (a) research objectives, (b) design of project, (c) data collection plan, (d) intended data analysis, and (e) milestones.

The module on analytical methods will focus on regression, classification, and clustering, based on linear and logistic models, and tree-based methods. Regular quizzes will require students to state how far their projects have progressed as well as test understanding of analytical methods.

Reference texts:

Aaker, Kumar, Day, and Leone, *Marketing Research*

Smith and Albaum, *An Introduction to Marketing Research*

James, Witten, Hastie, and Tibshirani, *An Introduction to Statistical Learning*