

## Excel for Market Research Data Analysis: A 4-Week Power Program

Designed to help anyone looking for applied lessons on data analysis as it can be used for market research using Excel. A comprehensive review of jargon and concepts will help the professional apply lessons to their market research data analysis needs. Instructor uses fun exercises to enhance comprehension and retention of data analysis methods. This program meets once a week, for a total of four 90 minute sessions.

<b>Day 1:</b> Knowing what you have: Descriptive and Pivot Tables	• Descriptive
	• Pivot Tables and Charts
	• In class practice exercise
<b>Day 2:</b> Inferences: Using What you Know to Make Guesses	• What are inferential statistics?
	• Conducting Inferential Tests <ul style="list-style-type: none"> <li>○ Chi-square test</li> <li>○ T-tests</li> <li>○ Anovas</li> </ul>
	• In class practice exercise
<b>Day 3:</b> Correlation and Regression	• What is correlation?
	• Creating scatterplots to show correlations
	• Define $r^2$ and what it means for correlation
	• Correlation matrices
	• Regression graphical example
	• Calculating regression
<b>Day 4:</b> Practical data lab: Putting it all together!	• Review & Orientation (brief)
	• Data Lab
	• Presenting the Results

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**