STATISTICAL
CONSULTING
ANALYSIS
TRAINING

Stat

REGRESSION ANALYSIS AND SALES MODELING

Develop models using various consumer data to understand and forecast sales and understand loyalty

CONSIDERATION
An understanding of the consumer's top of mind consideration set. What are the consumer's needs?

ENGAGEMENT
Have they owned the product before? Are they in the market to purchase soon?

PURCHASE
What influencers lead to the purchase decision?

EXPLORATION
What have they heard or seen about the product recently? What are the consumer's attitude toward the brands in the market.

EXPERIENCE
Measure consumer's attitudes about product or conduct product testing – what do consumers like? What do they want?