Primary Research Workshops

Workshop 1: Qualitative Market Research
- Definition of qualitative research
- Individual interviews (IDIs) versus Focus Groups
- Active listening / Moderation rules
- Projective techniques
- Creativity cessions

Workshop 2: From basics to multivariate statistical analysis
- Sample size determination
- Crosstab and significant relation
- Multivariate analysis (Principal component analysis, Multiple correspondence factor analysis, Classification & Regression)

Workshop 3: Conjoint analysis
- It works! “the magic trick”
- How to define the optimum set of attributes - The orthogonal plan principle
- How to collect the data
- How to use the results: Simulation, Optimization & Segmentation