

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 sessions



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