



Service Description:

William M. Bailey, Ph.D. is a consulting statistician and market analyst who provides adjunct services that adds value to your product portfolio. One taps into 15+ years of experience in consumer research ranging from the design of methodology protocols, sample planning and questionnaire formulation to the analysis of mail, intercept, telephone, and Web & E-mail-based surveys and demographic & psychographic segmentation.

Professional Services:

- Quantitative Research Design & Analysis
 - Key Driver Analysis via Regression, Logistic, Probit
 - Price Elasticity Models such as the van Westendorp Price Sensitivity Model
- Multivariate Analysis & Market Segmentation
 - Factor, Discriminate, Cluster Analysis
 - Data Mining and Segmentation Models, e.g., CHAID (Chi-square Automatic Interaction Detector) & C&RT (Classification and Regression Trees)
 - Product Design and Comparative Research – Conjoint/Trade-off Analysis
- Nonparametric Statistical Analysis – small sample tools for tests of significance
- Statistical Charts, Graphs & Perceptual Maps (that lead to Competitive Analysis)
- CATI, Web & E-mail based survey systems and On-line response reporting
- Data Entry & Tabulation Services
- Secondary Research Services – Census data, economic indicators
- Technical Consultation – proposal design, questionnaire review, sample planning, analysis methodology, technical report review

Support Timeline:

Proposal Development that helps identify key study issues and research methodologies that meet your client's needs

Questionnaire Design and/or Review based on the specific purpose and objectives of the study as defined by your client

Sample Plan Design tailored specifically to the project's scope and objectives

Statistical Services

- Analyzes the response data to help identify patterns and trends
- Applies data mining to isolate relationships and consistencies
- Uses various data analysis tools to understand market/consumer segments
- Identifies key factors or drivers and cause-effect relationships
- Adds insight into product development and pricing strategies
- Offers competitive analysis and service quality trade-offs
- Helps establish protocols for tracking studies to monitor business and/or change

“Client Discussion” Plan Examples:

When formulating a study’s design, we “typically” ask the following questions and could receive the appended answer. Aside each is a note as to the statistical impact of the question. [There is no implied order or “exactness” of the question; this changes with the circumstance.]

- Why are you conducting this research? What is its intended purpose? *I would like to know whom my customer/client is, and what do they think of my company relative to those I compete against.*
 - ➔ This leads into market segmentation, customer satisfaction and competitive analysis – ingredients involve both attitudinal and quality of service questions for the various facets of the business as well as the competitive set.
 - ➔ Tools involve general frequencies, rank ordering, and perceptual maps to depict the performance positions of the companies, products, and/or services being studied. Beyond this, there is segmentation to help characterize the customer/client demographically and/or based on product/service usage patterns applying several forms of multivariate analysis [factor, discriminate, and/or clustering methods] and cause/affect analysis using various forms of regression analysis.
- Who is the research’s intended audience? *I need to better understand my customer/client. We believe they are customers that “look” like __ but are not sure.*
 - ➔ The approach can come from two aspects: The first might involve an analysis of the client’s customer database, called “data mining.” This methodology segments the base into homogeneous groups that form characteristics and at the same time highlight those characteristics that stand out. Secondly, should the client not have a database to scan or one that is limited in its completeness then primary research is in order. A sample is drawn that fits the “general” audience of interest and a survey conducted to validate via awareness and usage questions.
 - ➔ Tools employed in the latter case can be quite simple such as cross tabulations to more involved segmentation methodologies noted in the first case.

Deliverable - Analytical Findings Paper

The principal product is a “paper” that highlights the specific point(s) of the statistical aspects of the effort. The structure ranges from a Key Findings and Implications Section to the detail set(s) of appropriate tables, charts, and graphs.

More often, the paper is an appendix of the overall Report. Excerpts are “translated” into the style and format appropriate for the client.

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