

Data Fluency for Marketers: A 3-Week Power Program

Today, the data fluent marketer can choose from many types of data—including “big” and “small,” quantitative and qualitative, primary and secondary, financial and customer, and more. Know your options, and how to assess their reliability and suitability for different decision-making needs.

Students will learn about framing goals and needs, selecting data types, selecting data analysis methods, and assessing data reliability. This course meets once a week for three weeks, 90 minutes each.

- I. Data Fluency is Important
 - A. The Data Boom
 - B. NO Data is Perfect
 - a. Polling failures
 - b. Big data failures
 - c. Text analytics failures
 - C. Being data fluent makes you a smart data consumer
- II. What does it mean to be data fluent?
 - A. Know how to specify outcome-centric goals
 - B. Know your options (be data agnostic)
 - C. Know how to assess reliability
- III. Sidebar for Market Research & Insights’ Professionals
 - A. A rising data tide lifts all research boats
 - 1. The rising data tide is happening with us or without us
 - B. The Advisor Opportunity
 - C. The Specialist Opportunity
 - 1. Over 40 specialties

IV. Gaining Data Fluency Step 1: Specify outcome-centric goals

- A. What is an outcome-centric goal?
- B. How to frame business goals in data-speak (or, what every marketing professional should know about “variables”)
- C. Stating goals precisely (with practice)
- D. Hypothesis generation
- E. ChartStorming
- F. Pick from this common list (25 common goals)
 - 1. The “Quest” in “Question”

V. Gaining Data Fluency Step 2: Know many data options (sources and methods)

- A. Being data agnostic
 - 1. Avoid being “sold” by biased specialists)
- B. Primary, secondary
- C. “Big” and “small”
- D. Experiments
- E. Descriptive, predictive, prescriptive
- F. Structured/unstructured
- G. Attitudinal, behavioral, emotional
- H. Past, present, future
- I. Cross-sectional, longitudinal
- J. Self-reported, observational (including ethnographic, and social listening with sentiment analysis), biometric, facial analysis

VI. Gaining Data Fluency Step 3: Assess data reliability

- A. The power of time
- B. Pros and cons of size
- C. Bias
 - 1. Survey data: sources of bias
 - 2. “Big data”: sources of bias

D. Validation

E. When to raise red flags

VII. A Goal-centric framework for selecting data sources

A. 10 Sample Goals and how they map to 30 potential data sources

VIII. Applying Your Data Fluency: Practice Exercises!

A. Case study 1: Which of 4 potential offers will generate the most new customers?

B. Case study 2: What types of customers have the highest potential lifetime value?

C. Case study 3: What makes television models aesthetically pleasing?

D. Case study 4: Will our target market pay a premium for a co-branding with Brand X?

IX. Summary

Course availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com