

## **“Market Research and Analysis Using the SAS System “**

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There are many career opportunities related to market research and analysis, including working as a research consultant in a market research firm or in the market research department of a retail company, working for a hotel or an airline assessing price and promotion offers and forecasting customer demands, or working as a database marketing specialist who analyzes customer purchase records to target the attractive customers and determine their profile. A market research analyst often relies on statistical software for study design, data analysis, and result reporting. The SAS System of software provides a wide variety of tools for analyzing market research data. Applications include random sampling, managing survey data, writing tabular reports and produce plots or charts, performing basic statistical analysis such as t-test and regression, as well as advanced analysis such as clustering, segmentation, and data mining techniques. The current presentation discusses how the tools in SAS can be implemented in various market research applications and practices. Users from different levels of expertise in both statistics and market research methodologies can benefit from these tools.

Key words: Market research, SAS