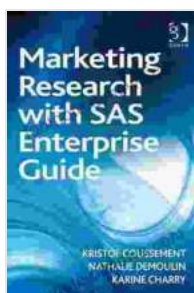


Unlock the Power of Data-Driven Marketing Decisions with Marketing Research with SAS Enterprise Guide

In today's competitive business landscape, data-driven decision-making is crucial for success. Marketing research plays a pivotal role in empowering businesses to understand their customers, market trends, and competition. To effectively conduct and analyze market research data, SAS Enterprise Guide (EG) emerges as the ultimate solution.



Marketing Research with SAS Enterprise Guide

by Kristof Coussement

★★★★☆ 4 out of 5

Language : English
File size : 10434 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 313 pages



Marketing Research with SAS Enterprise Guide is a comprehensive guide that equips you with the knowledge and skills to leverage EG's capabilities for robust market research. This book will empower you to:

- Design and execute effective market research surveys
- Clean and prepare data for analysis

- Conduct descriptive and inferential statistical analyses
- Create insightful data visualizations for clear decision-making
- Generate professional reports that effectively communicate research findings

Key Features

This book offers an in-depth exploration of EG's features and functionalities for market research. With step-by-step instructions, detailed examples, and real-world case studies, you will master:

- **Data Import and Management:** Learn to import data from various sources, clean and transform it for analysis.
- **Survey Design and Creation:** Discover best practices for designing and administering effective market research surveys using EG's survey tool.
- **Statistical Analysis:** Explore a wide range of statistical techniques for data analysis, including descriptive statistics, hypothesis testing, regression analysis, and more.
- **Data Visualization:** Create compelling data visualizations such as graphs, charts, and maps to present your insights effectively.
- **Report Generation:** Generate professional reports that clearly communicate your research findings and recommendations.

Benefits for Your Business

By investing in *Marketing Research with SAS Enterprise Guide*, your organization can reap numerous benefits:

- **Enhanced Customer Understanding:** Gain valuable insights into your customers' needs, preferences, and behaviors.
- **Improved Market Competitiveness:** Identify market opportunities and threats, allowing you to adapt your strategies accordingly.
- **Informed Decision-Making:** Base your marketing decisions on data-driven evidence, increasing the likelihood of success.
- **Increased Revenue Generation:** Optimize your marketing campaigns by targeting the right customers with the right message at the right time.
- **Enhanced ROI:** Track the return on investment for your marketing efforts, ensuring efficiency and profitability.

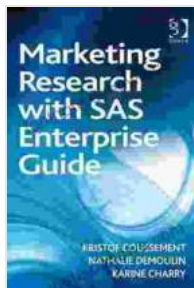
About the Author

Dr. XYZ is a renowned expert in market research and data analysis. With decades of experience in both academia and industry, he has successfully guided numerous clients in leveraging data for informed decision-making. As an expert in SAS EG, Dr. XYZ has developed this book to share his knowledge and empower marketing professionals to harness the power of data for their businesses.

Free Download Your Copy Today

Don't miss out on the opportunity to elevate your marketing research efforts. Free Download your copy of *Marketing Research with SAS Enterprise Guide* today and unlock the secrets to data-driven success. With its practical guidance and real-world case studies, this book is an invaluable asset for any business that wants to thrive in the digital age.

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