STATISTICAL ANALYSIS OF MARKETING RESEARCH

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Annotation: Marketing Research, is the process of studying consumers, the market and competitors. These studies are important in shaping marketing strategies, improving products and services. In the present era, with the development of digital technologies and big data, statistical analysis has become an integral part of marketing Research. This article examines the importance of statistical analysis and its key aspects in marketing research.

Keywords: Marketing research, statistical analysis, Consumer Behavior, Digital marketing, Data Analytics, Market segmentation, target marketing, competition analysis, performance assessment.

Introduction

With the development of the Internet and digital technologies, the number of data collected in the marketing industry has increased dramatically. There is a lot of information about consumer shopping habits, interests and behavior. By analyzing this data, companies will be able to make their strategies more efficient. For example, data from online trading platforms can be used to identify consumer buying trends. With the help of statistical analysis, it becomes easier to understand consumers. A variety of methodologies, including data collected through surveys, focus groups, and experiments, make it possible to identify consumer interests and needs. For example, by studying the attitude towards the brand, companies can find out how to improve their products. Segmenting the market is an important aspect of marketing Research. With the help of statistical analysis, companies can divide the market into different segments and develop special offers for each segment. This increases the effectiveness of marketing campaigns. For example, segmentation can be done based on age groups, geographic areas, or shopping habits. Gathering and analyzing information about competitors is another important aspect of marketing Research. Statistical analysis can be used to study competitors and identify market trends. This allows companies to improve their position and achieve a competitive advantage. Forecasting future demand using statistical models plays an important role in marketing research. This helps in the efficient allocation of resources for companies. For example, by identifying future demand based on previous purchasing trends, companies can produce their products on time. Statistical analysis is important in digital marketing. Through web analytics tools (e.g. Google Analytics), user behavior can be monitored and evaluated. This helps companies optimize their marketing strategies.

Statistical analysis in marketing research in the current period consists of the following important elements:

1. Dataset: a key aspect of Marketing Research is the collection of qualitative and quantitative data. Data is obtained from surveys, focus groups, statistics of online activities.

2. Analysis methods: a number of methods are used to study the market, including regression analysis, cluster analysis, and time-series analysis. 3. Visualization: helps to facilitate pronunciation and come to concrete conclusions by presenting data using graphs, diagrams.

4. Trend determination: statistical analysis helps to study changes in consumer behavior, to identify market trends, allowing for coordination of marketing strategies.

5. Results and decision making: strategic decisions are made based on the results obtained, for example, the production of new products or the conduct of marketing campaigns.

Statistical analysis has many advantages in marketing: - Reduces the likelihood of an error in the decision-making process. - Gives a more accurate understanding in the study of the market. - Helps to delve into the needs and desires of customers. - Makes it possible to analyze competitors.

Conclusion

In summary, statistical analysis is an important tool in marketing research, helping to develop successful marketing strategies for companies. As a result, statistical analysis is important in marketing research, giving companies deeper insights into consumer needs and demands. This, in turn, helps to effectively develop marketing strategies. In a word, as President Shavkat Mirziyoyev said in his speeches, it is necessary to focus on issues aimed at developing marketing and optimizing the activities of companies. The inclusion of modern marketing strategies and digital technologies determines the need to effectively organize the marketing process.

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