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## Overview

This standard is about analysing quantitative and qualitative marketing research data. It includes the appropriate handling of data, selecting methods of analysis that are consistent with the research objectives and documenting the outcomes and findings of the analysis in an appropriate format for the intended audience. It is for marketing professionals who analyse marketing research data.

# CFAMAR3

## Analyse marketing research data

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### Performance criteria

- You must be able to:*
- P1 identify research parameters and targets
  - P2 confirm the purpose and objectives of the research
  - P3 prepare data in a format that is appropriate to the purpose and objectives of the research
  - P4 select methods of analysis relevant to the research objectives
  - P5 analyse the data to the required depth and accuracy
  - P6 investigate and analyse any identified variances in responses
  - P7 seek guidance and/or clarification to aid understanding, where necessary
  - P8 maintain accurate records of analysis
  - P9 document the outcomes and findings of the analysis in a format to suit the intended audience

# CFAMAR3

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### Knowledge and understanding

*You need to know and understand:*

- K1 legal, regulatory and ethical requirements that relate to marketing research
- K2 techniques for preparing data for analysis
- K3 the principles, strengths and limitations of a range of analysis methods
- K4 how to select and use methods of analysis appropriate to research objectives
- K5 how to apply analysis methods to interrogate data for required information
- K6 how to maintain accurate records of analysis in the context of a particular research project
- K7 how to document the outcomes and findings of the analysis in the most appropriate format for the intended audience

# CFAMAR3

## Analyse marketing research data

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| <b>Developed by</b> | Skills CFA |
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| <b>Version number</b> | 2 |
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| <b>Date approved</b> | January 2013 |
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| <b>Validity</b> | Current |
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|---------------|----------|
| <b>Status</b> | Original |
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| <b>Originating organisation</b> | Skills CFA |
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| <b>Original URN</b> | CFAMAR3 |
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| <b>Relevant occupations</b> | 1132 Marketing & Sales Manager<br>3543 Marketing Associate |
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| <b>Suite</b> | Marketing (2013) |
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| <b>Key words</b> | Marketing, sales, marketing management, market research, advertising, public relations |
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