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## Overview

This standard is about interpreting and presenting the findings of marketing research and identifying patterns within the data. It includes resolving or highlighting errors, inconsistencies, gaps and anomalies in the data, drawing justified conclusions based on the evidence and making reasoned recommendations. It is for marketing professionals who interpret and present the findings of marketing research.

# CFAMAR4

## Interpret and present marketing research findings

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### Performance criteria

- You must be able to:*
- P1 evaluate the marketing research data using appropriate methods
  - P2 confirm the reliability and validity of the findings
  - P3 identify issues, trends, themes, linkages and interdependencies from the analysis of the marketing research data
  - P4 resolve and/or highlight errors, inconsistencies, gaps and anomalies in the marketing research data
  - P5 identify and prioritise critical issues
  - P6 make clear the level of confidence, risks and assumptions on which the interpretation is based
  - P7 seek guidance and/or clarification to aid understanding of the data , where necessary
  - P8 draw justified conclusions based on the evidence
  - P9 make reasoned recommendations based on the conclusions
  - P10 present the findings, conclusions and recommendations in a format to suit the intended audience

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## Interpret and present marketing research findings

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### Knowledge and understanding

*You need to know and understand:*

- K1 methods of ensuring the quality of the data
- K2 the ways in which the quality of the data can affect marketing research findings
- K3 methods for ensuring reliability and validity of data, including comparison with historical data and norms
- K4 what is meant by statistical significance and how to apply this in setting out levels of confidence
- K5 the purpose of setting out risks and assumptions made in the interpretation of data
- K6 the strengths and weaknesses of different presentational formats and how to select the most appropriate format for the audience

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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>Indicative review date</b>	January 2016
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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>	CFAMAR4
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<b>Relevant occupations</b>	1132 Marketing & Sales Manager 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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