

Overview

This standard is about interpreting and presenting marketing research findings by identifying patterns within the data. You resolve or highlight errors, inconsistencies, gaps and anomalies in the data, drawing conclusions based on the evidence. You also keep records and make reasoned recommendations in the format specified in the research plan, following legal and organisational procedures. The standard is for marketing professionals who interpret and present findings of marketing research.

Performance criteria

You must be able to:

1. confirm the requirements for interpreting and presenting data with the research designer(s)
2. interpret the marketing research data using the methods specified in the research plan
3. confirm the reliability and validity of the findings
4. identify issues, trends, themes, linkages and interdependencies from the analysis of the marketing research data
5. resolve errors, inconsistencies, gaps and anomalies in the marketing research data
6. refer errors that you cannot resolve to the research designer to rectify these
7. identify and prioritise critical issues
8. justify the level of confidence, risks and assumptions on which the interpretation is based
9. seek guidance or clarification to aid understanding of the data, where necessary
10. justify conclusions based on the evidence
11. make reasoned recommendations based on the conclusions
12. present the findings, conclusions and recommendations in your organisation's specified reporting format
13. adapt reporting to meet different audience needs
14. maintain accurate data records and audit trails
15. conduct research activities in accordance with legal requirements, industry regulations, organisational policies, professional and ethical codes of conduct

Knowledge and understanding

You need to know and understand:

1. how to access and use the research plan in accordance with organisational policies and requirements
2. how to clarify the interpretation and reporting requirements with the research designer(s)
3. the methods of checking the quality of the data to prepare for interpretation
4. the issues that can arise during interpretation and how to respond in accordance with organisational research guidelines
5. the ways in which the quality of the data can affect marketing research findings
6. the methods for ensuring reliability and validity of data, including comparison with historical data and norms
7. how to identify trends, linkages and interdependencies in the marketing research data
8. the range of techniques can be used to resolve errors, inconsistencies, gaps and anomalies in data
9. what is meant by statistical significance and how to apply this in setting out levels of confidence
10. the importance of setting out risks and assumptions made in the interpretation of data
11. how to present reports following your organisation's style, tone and format
12. the strengths and weaknesses of different reporting and presentation formats and how to select the most appropriate format for the audience
13. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Interpret and present marketing research findings

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Suite Marketing

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