

Marketing Analytics in the Wild

Social Media and Web Analytics

Spring 2023

**Question 1.**

Identify the business/marketing problem, and why it is relevant.

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**Question 2.**

State the main research question that your team needs to answer.

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**Question 3.**

Define any marketing concepts and statistical terminology the reader will need to understand the remainder of your answer.

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**Question 4.**

What are the hypotheses being tested? Write them using simple, yet precise terminology.

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**Question 5.**

What data would you need to complete the task? Specify variables and whether you are using cross section, time series or panel data to answer your question. Justify your answer.

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**Question 6.**

What is the empirical framework you will use? How does your approach deliver the answer to your research question?

Hints:

* Will your framework deliver a descriptive, predictive or causal answer? Why?
* If you have a regression equation in mind, write it down and be careful with the subscripts
* What assumptions do you need for your empirical analysis to be interpreted the way you intend it to?

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**Question 7.**

How does the empirical modelling you propose deliver answers to the (a) hypotheses outlined in (4) and the research question in (5)?

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