



Consulting and Training | Reach New Heights

Course Name

Market research, Evaluation and analysis

Sector Name

Sales, Marketing and Customer Service

Document Type

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Market research, Evaluation and analysis

Course Introduction

Market research

In an increasingly competitive global marketplace, organizations must understand customer needs, industry trends, and market dynamics to craft winning strategies. Market research is no longer a luxury — it is a strategic necessity.

This course is designed to empower participants with comprehensive skills in planning, executing, analysing, and leveraging market research to make smarter business decisions. It bridges theory with hands-on applications, guiding learners through the complete research lifecycle: from framing the right questions, choosing appropriate methodologies, and collecting and analysing data, to turning findings into actionable insights that drive organizational success.

Participants will explore both traditional and digital research techniques, learn how to critically evaluate market information, and develop persuasive data-driven recommendations for senior management. Special emphasis will be placed on modern tools such as online surveys, analytics platforms, social media listening, and big data applications.

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Market research, Evaluation and analysis

Target Audience

- ✓ Marketing, Sales, and Business Development Professionals
- ✓ Market Researchers and Analysts
- ✓ Product and Brand Managers
- ✓ Entrepreneurs and Startup Founders
- ✓ Anyone involved in market analysis, customer insights, or strategic planning

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Learning Objectives

- ✓ Understand the role of market research in strategic decision-making.
- ✓ Design effective research frameworks aligned with business goals.
- ✓ Choose the most suitable qualitative and quantitative research methods.
- ✓ Utilize modern data collection tools and online research techniques.
- ✓ Analyse and interpret both primary and secondary data accurately.
- ✓ Perform competitor analysis and environmental scanning.
- ✓ Segment markets and profile customers based on research findings.
- ✓ Identify emerging trends through predictive analytics.
- ✓ Evaluate market potential for new products or services.
- ✓ Create impactful research reports and data visualizations.
- ✓ Communicate research results to stakeholders for maximum influence.

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Course Outline

✓ 01 Day one

Fundamentals of Market Research

- ✓ The strategic value of market research
- ✓ Differences between primary and secondary research
- ✓ Defining research questions and objectives
- ✓ Ethical considerations in market research

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Course Outline

✓ 02 Day Two

Research Methodologies and Data Collection

- ✓ Designing qualitative research: interviews, focus groups, ethnographic studies
- ✓ Designing quantitative research: surveys, questionnaires, experimental designs
- ✓ Online research methods: digital surveys, online panels, social media research
- ✓ Building effective sampling plans

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Course Outline

✓ 03 Day Three

Data Analysis and Interpretation

- ✓ Introduction to descriptive and inferential statistics
- ✓ Using Excel, SPSS, or other analytics tools
- ✓ Cross-tabulation, correlation analysis, regression basics
- ✓ Data cleaning and quality assurance
- ✓ Identifying patterns, trends, and insights

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Course Outline

✓ 04 Day Four

Advanced Applications of Research

- ✓ Competitor intelligence gathering
- ✓ Customer segmentation and persona building
- ✓ Product concept testing and brand tracking studies
- ✓ Predictive market analysis and trend forecasting
- ✓ Introduction to big data and AI in market research

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Course Outline

✓ 05 Day Five

Presenting and Applying Research Insights

- ✓ Best practices in structuring research reports
- ✓ Data visualization techniques: turning numbers into narratives
- ✓ Storytelling with data for executives
- ✓ Communicating findings to drive decision-making
- ✓ Group case study and capstone project

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 7, 2026	Dec. 11, 2026	5 days	2150.00 \$	Virtual , Online
March 29, 2027	April 2, 2027	5 days	4950.00 \$	England , London
Oct. 12, 2026	Oct. 16, 2026	5 days	4250.00 \$	UAE , Dubai
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh

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