



Z Solutions®

## CASE STUDY: MULTI-DIMENSIONED MARKET RESEARCH

### SITUATION

A manufacturer and marketer of consumer products is concerned with how well their products were being accepted by an emerging demographic market. The analysis of this performance is complicated by several other demographic factors that impact market saturation including: age, income, geographic and economic conditions. Previous analyses have determined that the company is not performing well. However, doubt remains that these analyses are able to account for the complete complexity of the problem.

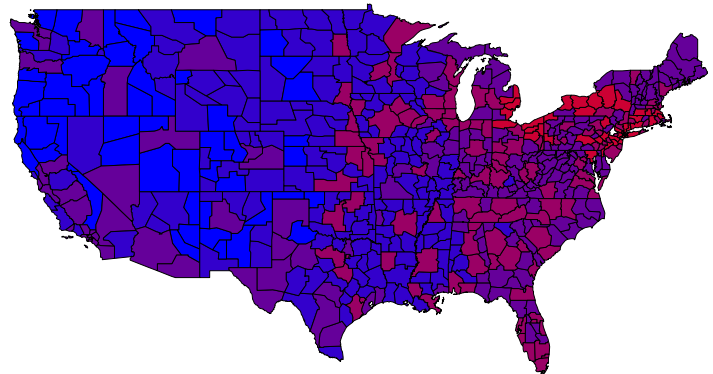
### ANALYTIC SOLUTION

Z Solutions developed a large data base of the company's market research by bringing together approximately 20 years worth of market research data for the first time. In addition to addressing the problem of multiple factors impacting today's market, Z Solutions' analysis could address how those factors changed over time.

Using this data Z Solutions developed a Neural Network based predictive model fully addressing the market share issues for the company.

### RESULTS

The company was satisfied that their market share in this key emerging demographic was actually better than previously believed. However, for the very first time, the company could get a detailed look at geographic differences (example shown at right) accounting for differences in urban/ rural market share. The company recognized situations where market performance was lacking.



An unexpected benefit from this project was a better alignment of the market research and census data. This relationship provided better factors that could be used to drive the company's market forecasting efforts.

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