Principles
E✗press⁺
On-Demand MRX Education

Analytics 1-2-3
UNIVERSITY OF GEORGIA

Fulfilling the core market research educational needs of individuals and companies worldwide.

Presented through a unique partnership between

UNIVERSITY OF GEORGIA 1785

MRII MARKET RESEARCH INSTITUTE INTERNATIONAL

How to Contact Us:

Phone: +1-706-542-3537 or 1-800-811-6640 (USA only)

E-Mail: *questions@ georgiacenter.uga.edu*

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Features

• A program managed and delivered by the University of Georgia, a premier US educational institution and recognized global leader in market research education.

• A dynamic and up-to-date online curriculum, written by leading academic and applied marketing research professionals from around the world.

• An online, self-study format that meets the needs of busy working professionals.

• Multiple student support mechanisms including progress monitoring tools and self-assessments.

• Begin your studies anytime.

• Endorsement by major industry associations worldwide.

• A program of study taken by almost 9000 practitioners from 104 different countries.

Benefits

• Advance your career by enhancing your research skills while continuing to work full time.

• Earn continuing education units (CEUs), a *Certificate of Program Completion*, and a *Digital Badge* from the University of Georgia.

• Develop a structured approach to data analysis based on the strengths and weaknesses of the data on hand.

• Ensure that the planned analysis is responsive to the business decision that needs to be made.

• Learn how to choose the right analysis techniques.

• Comprehend the strengths and limitations of each analysis technique.

• Gain exposure to the most common advanced analysis techniques in use by the industry today.

• Understand which analysis techniques are appropriate for the data source at your disposal.

• Appreciate how multiple analysis techniques can be intertwined to maximize insight.

• Become proficient in statistical tests that that highlight important differences among groups in your data.

• Learn about the extraordinary amount of data that already exists and can be used to inform research design and, in some cases, obviate the need for expensive and time consuming primary data collection.

• Broaden your understanding of the increasingly important world of big data and potential applications in your research.

• Become familiar with new analytic techniques often used with secondary data--sentiment analysis and machine learning.

• Be recognized by certifying bodies in the United States, Canada, and Australia.

What Graduates say about the Analytics 1-2-3 course

Introduction to Data Analysis

The 'Introduction to Data Analysis' course is an excellent introduction to the tactical objectives of market researchers, and gives a high-level understanding of the techniques used to achieve those objectives. Anyone who touches or facilitates the gathering of data for market research purposes should understand the basic concepts presented in this course.

— Baillie Buchannan, Co-Founder & Chief Revenue Officer, Research For Good

The course is a great introduction and perfect for those analysts just getting started in marketing research. I wish I would have had access to this when I first started my job! I could definitely have some junior colleagues take this and get a lot out of it.

— Megan Peitz, an experienced supplier-side researcher

'Introduction to Data Analysis' is a short course but it covered an array of topics that are job oriented and very relevant to the industry. I work as a research analyst and a big part of what I do is covered by the material.

— Jasmeet Kaur, an experienced supplier-side market researcher (Canada)

'Introduction to Data Analysis' is a really useful course for anyone who needs an introduction to basic statistical analysis as well as for someone more experienced who could use a refresh of basic background. I like that the examples used in the course helped to make the scientific terms more understandable.

— Alexander Temekenidis,
an experienced supplier-side market researcher (Greece)

'Introduction to Data Analysis' is a wonderful introductory resource for data analysis. I recommend this for entry level researchers or for veteran researchers who need a refresher.

— Meg Ryan, an experienced client-side researcher

'Introduction to Data Analysis' refreshed my knowledge on some concepts. The course was short, comprehensive and manageable.

— An experienced client-side researcher (Jamaica)

Advanced Analytic Techniques

…'Advanced Analytic Techniques' is organized, has interesting extra materials (videos), provides good overview of situations to use each technique, is easy to navigate, and great for self-paced flexible training.

—Ruth Hochendoner, an experienced supplier-side researcher

The course enables researchers to know when and how to apply various analytical techniques, and - importantly - when to call in the experts.

—Mary Lou Barney, an experienced supplier-side researcher

'Advanced Analytic Techniques' gives a market researcher sufficient detail to bridge between clients and deep technical experts. You won't learn the skills you need to replace them but you will learn how to explain to a client why they might wish to consider these advanced techniques.

– An experienced client-side researcher

'Advanced Analytic Techniques' is a nice introduction to a variety of complicated analysis techniques.

– An experienced client-side researcher

For people like myself who are fairly new to advanced analytical techniques, this was a nice introductory course, without getting lost in the scary math.

– An experienced client-side researcher

The course gives a good overview of the wide variety of analytic techniques that researchers have available. It is a good foundation to understand the different options and when to consider them, and a jumping off point for more in-depth study as needed.
— An experienced client-side researcher

What I really appreciated is that fact that "Advanced Analytic Techniques" gave such good exposure to the various options you could potentially face as a researcher.
— An experienced client-side researcher

The course is clear, well organized and is presented in a language that anyone with basic understanding of data can comprehend and assimilate.
— An experienced client-side researcher

'Advanced Analytic Techniques' provides a great overview with practical business applications!
— An experienced client-side researcher

The course is well organized and there were some very good examples to bring the concepts to life.
— An experienced client-side researcher

I liked the topics covered and the interactive pieces of the "Advanced Analytic Techniques" course.
— An experienced client-side researcher

The course is well-constructed, simple to understand and full of examples.
— An experienced client-side researcher

Working with Secondary Data: Syndicated and Big Data

I found the course engaging and relevant. While the concepts are not new, they are explained in detail and in a well-organized format making it easy to navigate and follow along. I already feel smarter!
— Jennifer von Schneidau, Partner, Global Market Research Group

'Working with Secondary Data' course is an exciting path through digital revolution and its consequences for market research, allowing me to understand big data challenges and giving many ways to make the best of it.
— Emmanuel Malard, Consumer & Market Insight Manager,
Samsung Electronics (France)

I highly recommend the course to market researchers, insight managers, and social media specialists, both seasoned and those new to the field.
— Wendy Price, an experienced supplier-side researcher

A quick intro to secondary data, including syndicated research and a glimpse into the brave new world of big data, machine learning and IoT.
— Lotika Savant, an experienced client-side researcher

I personally learn by examples and I think there were sufficient examples for a few complicated concepts.
— Vineet Kelkar, an experienced supplier-side researcher (Australia)

'Working with Secondary Data' course is current, fresh and the perfect orientation to learn about today's Secondary Research. [The course] is VERY current and I LEARNED A LOT! This is a very complete course.
— Marysee Alexander, an experienced client-side researcher

I really enjoyed the breadth of topics and the examples, videos and articles included in the material. All the additional content helped explain concepts in a different way - which helped me understand even more.
   – An experienced client-side researcher

The 'Working with Secondary Data' course was modern and relevant to the market research industry today. It helped make ties to my day-to-day job in market research.
   – An experienced client-side researcher

I work for a manufacturer of consumer product goods in a consumer insights/marketing strategy type of role. I learned about potential new suppliers of information and methods of getting that information that I can apply to my work.
   – An experienced client-side researcher

'Working with Secondary Data' is a course that really helps you to increase your knowledge and vision about using secondary data. It makes topics such as "Machine learning" and "Big data" so understandable and clear that I cannot wait to use this information in a study. Also, the tools recommended here are really useful. I strongly recommend this course.
   – An experienced client-side researcher

I like the course's recognition of a changing ecosystem yet its focus on trying to put an up-to-date lens on the information.
   – An experienced client-side researcher

Easy to understand. Good job at breaking the material down and showing relationships.
   – An experienced client-side researcher

An excellent mix of basic MR knowledge and modern technology and methodologies.
   – An experienced client-side researcher

Enroll Anytime. Register Now!

For more information about ***Analytics 1-2-3,***
contact us at ***questions@georgiacenter.uga.edu***
or by telephone at +1-706-542-3537.