MARKET ANALYSIS REPORT

[Document Title]

[Document Subtitle]

Author's name

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Executive summary

Give a simple introduction explaining the potential impact of the market trends and developments you've identified.

State objectives and hypothesis or questions used as a basis for your data analysis.

Provide summary overview of statistical analysis techniques used.

Summarise your findings and why you think it's important to the business.

Introduction/background

Brief description about why the report has been prepared.

What or who initiated the project?

For what purpose?

Scope

Deliverables

Deliverables can be tangible or intangible components. They should have a due date and be measurable but are not the same as milestones. Where a project milestone measures progress towards an outcome, the deliverable is the result of the process.

Exclusions to scope

Define any areas not included in the project scope.

Assumptions

List assumptions (these are usually considered risks and must therefore be identified, for example, 'Funds will be available to pay for the new website by [date]', 'Marketing employees will be available to work on the scheduled project activities when required.')

Hypothesis to be tested

A statement about how things work. For example, 'If I do ... then ... will happen.' A hypotheses statement must be measurable.

Methodology

Research/sample design

The group that is representative of the larger target group. Probability sampling methods (where each population element has a known chance of being chosen for the sample) or non-probability sampling methods (where you can't be sure that each population element has a chance of being chosen for the sample).

Data collection methods/tools/software used

Telephone or mail survey or questionnaire, one-on-one interviews, literature review, observation of performance, interview, case study investigation, focus group or small group.

Data analysis and statistical analysis techniques applied

Measures of central tendency, conversion rates, measures of dispersion, correlation between variables, normal distribution curve, sampling, cross tabulation, hypothesis tests, time series analysis.

Forecasting techniques applied

Delphi technique, model building, projection, scenario planning, surveys of intentions, top-down forecasting, bottom-up forecasting.

Known risks or issues

Anything with potential to impact the results, such as groupthink.

Any legal or ethical considerations

Anti-discrimination legislation and principles of equal opportunity, equity and diversity, ethical principles, environmental sustainability, market codes of practice and conduct, Australian Consumer Law (ACL), privacy law, copyright law.

Results

Visual presentation of data – graphs, charts, tables, spreadsheets, etc.

Analysis of results

Discuss and explain results (in words).

Conclusion

Summarise the results of your report without stating your opinion. Your conclusion should simply state the known facts as supported by your research, market analysis and forecasting results.

Recommendations

State your professional opinion about what you think the business should do as a result of your market analysis and why you think this is the best course of action to take.

Appendix

Attachments such as budgets, charts, tables, graphs, diagrams, previous reports, comparative market data, etc.