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| MILESTONE 2 |
| SOUTHERN NEW HAMPSHIRE UNIVERSITY |

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| **DATA SOURCE** | **DATA TYPE**  Is the data primary or secondary? | **APPLICATION**  What are the applications of the data? | **QUALITY**  How would you assess the quality of the data? | **RELEVANCE**  What is the relevance? | **LIMITATIONS** | **COMMENTS** |
| 1. Sales receipts | Secondary | To get most purchased items in number and spending | Check that the POS machines are in perfect condition | What products should be produced more or reduced | Does not give any data about customer | Must be in digital form to be efficient |
| 1. Interviews from customers | Primary | Personal data such as gender, age, job, family, etc. used for contact and analysis | Customers are expected to give correct data | Which customers are buying the most | Customer may refuse to give all or some data | Requires a personable staff to facilitate and a well-made questionnaire |
| 1. Survey from public | Primary | Reports capturing public’s impressions on products and vendors | About 25% would provide honest impressions | Discovers public’s opinion on our products and competitors; why they are buying or not from us | Cost will determine population of the survey | No assurance that people will be honest or generous with their views |
| 1. Industry reports | Secondary | Source of insights from industry analysts on industry growth and competition | High if coming from reputable analysts | Lower cost marketing information that can trigger new marketing campaigns | Depending on the competence and integrity of the researcher/analyst | Researcher may carry biases |
| 1. News articles | Secondary | Monitoring of competitors’ activities | High coming reputable newspapers | Can guide marketing on and product development on next initiatives | Information limited to basics | Needs earlier information on competition |
| 1. Observation of customers from store staff | Primary | Customers’ purchasing behavior can be analyzed | Direct observation and interaction with customers are reliable | Design of stores and store staff practice can be improved | CCTV recordings and store staff availability may not be many | Data can be interpreted in several ways |
| 1. Census data | Primary | Analysis of residential location in relation to age and income | Reliable as official government data | Can identify geographic areas where target customers are concentrated | May need special permission from government for private data security | Need always to be updated as people move residences |
| 1. Product reviews | Secondary | Validate the assessment of reviewers | Reliability must be qualified based on perceived objectivity of reviewer | Can be used for self-assessment of products | Not too many or regularly published | What is important are the criteria for product comparisons |
| 1. Professional runners | Primary | Feedback on strengths and weaknesses of our products | Honest and expert assessment | Feedback can be used in next designs | Can be expensive | Successful use canlead to celebrity marketing |
| 1. Loyal customers | Primary | Opnion on strengths and weaknesses of our products | Honest assessment | Feedback can be used in next designs | Difficult to access | Can lead to regular beta program |

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