STUKENT

Certificate of Completion

This Certificate is presented to

Aiyanna Holmes



Market Research Simternship®

Completed on: **November 28, 2024**

This certificate signifies experience:

- Analyzing requests for proposal to determine appropriate research methodologies
- Creating guides for conducting focus group discussions that yield valuable data
- Calculating sample size estimates based on market research
- Selecting a sampling plan for data collection
- Identifying study limitations based on a target market and demographic information
- Evaluating a cross tabulation to identify segment differences
- Selecting important research findings to guide product development
- Creating effective survey instruments to gather useful primary data
- Identifying sampling techniques used in various types of sampling plans
- Categorizing open-ended survey responses using a code list
- Selecting appropriate visuals for quantitative and qualitative survey data
- Making conclusions and strategic recommendations from market research