STUKENT

Certificate of Completion

This Certificate is presented to

Kelsey Prentice

STUKENT CERTIFIED

Market Research Simternship™

Completed on: **April 17, 2023**

This certificate signifies experience:

- Analyzing requests for proposal to determine appropriate research methodologies
- Creating moderators' guides for conducting focus group discussions that yield valuable qualitative data
- Calculating sample size estimates based on various parameters and market research standards
- Selecting a sampling plan for data collection
- Identifying study limitations based on a client's target market and survey responses to demographic questions
- Evaluating a cross tabulation to identify
- Selecting important findings from secondary and primary research to guide product development and further research
- Creating effective survey instruments from which useful primary data are gathered
- 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