



latentview

Actionable Insights • Accurate Decisions

Survey Design to Estimate Purchase Intent

Client

**Leading Online
Marketplace**



The Problem

Ineffective survey design can result in a poor understanding of customer's purchase intent and have a cascading negative impact on the quality of business decision making.

The Before State

The kids' toys, games for adults and collectable toys categories were expected to be an important segment during the holiday season. The client wanted to understand purchase intent and where their brand was placed, vis-à-vis competitors.

The After State

Identification of customer and product segments with maximum potential in given product categories. Appropriate promotion campaigns were run to convert purchase intention to sales.

The LatentView Solution

A survey was designed to capture data related to the market's size, purchase intention and purchase drivers. A regression framework was formulated to understand purchase intention, and correspondence analysis was done for brand perception.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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