



# MARKET ANALYSIS REPORT

[Document Title]

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Author's name

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## 1. 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.

## 2. Introduction/background

Brief description about why the report has been prepared.

What or who initiated the project?

For what purpose?

## 3. 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.

## 4. 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.

## 5. Results

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

## 6. Analysis of results

Discuss and explain results (in words).

## 7. 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.

## 8. 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.

## 9. Appendix

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