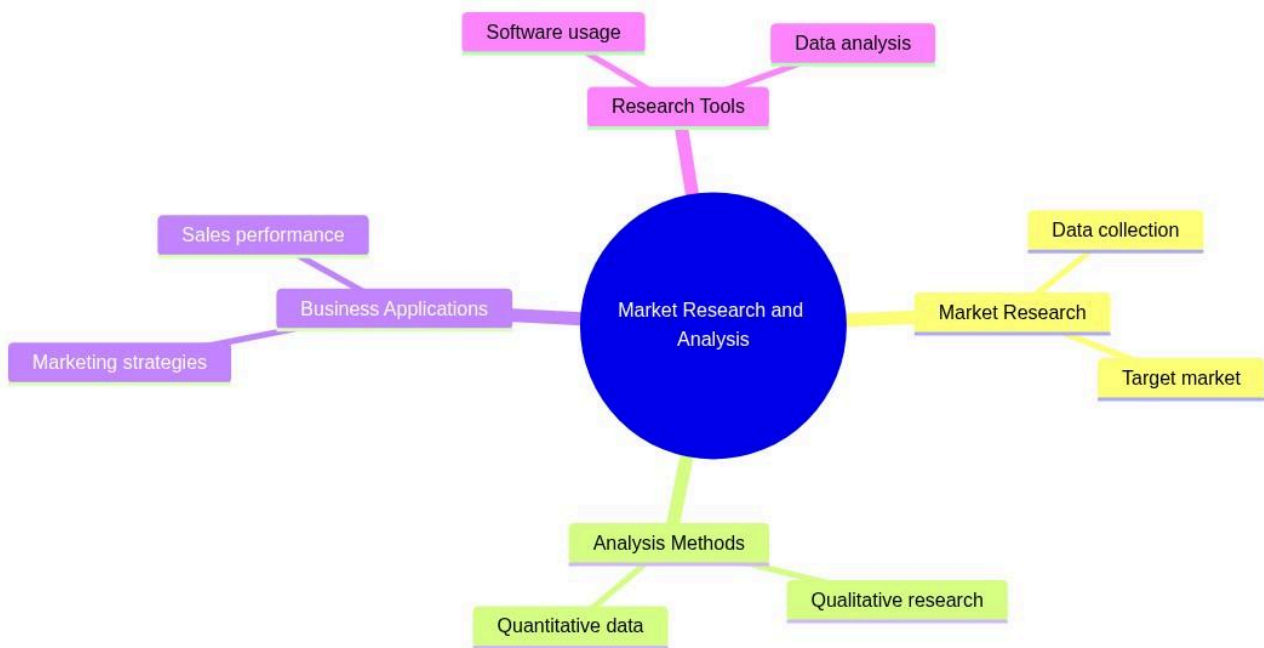


Certificate in Technology Transfer and Commercialisation (Belgium)

Market Research and Analysis



mindmap

root((Market Research and Analysis))

Market Research

Data collection

Target market

Analysis Methods

Qualitative research

Quantitative data

Business Applications

Marketing strategies

Sales performance

Research Tools

Software usage

Data analysis