



Key Driver Analysis: Snack Product

Business goal: Understand what specific characteristics motivate people to purchase or reject a particular products or brands in order to inform marketing strategy

Research objectives:

- Measure product's performance against a set of specific characteristics and how much influence each characteristic has on purchase interest
- Identify characteristics with high influence and high performance (key drivers) and characteristics with high influence and low performance (areas in most need of improvement)
- Can be compared against competing products to assess market position

Analytical Approach:

- Correlation and/or regression

Sample of Results:

