Chapter 11 Market Research Analytics & Data Driven Innovation

|  |  |  |
| --- | --- | --- |
|  | **Concept** | **Definition** |
| 1 | Importance of female demographic |  |
| 2 | Live Analytics |  |
| 3 | Female stereotypes |  |
| 4 | Common mistakes when creating products for women |  |
| 5 | Qualitative analysis |  |
| 6 | Live Analytics rubric to data collection (5) |  |
| 7 | Steps to Innovation Driven by Data (6) |  |
| 8 | Highest priority for engagement |  |
| 9 | What female NFL fans value most at an event (4) |  |
| 10 | Montana State U clinic approach |  |
| 11 | The Affinity Trap: Washington Nationals and Tampa Bay Bucs |  |