# The basic methods of analysis of marketing information

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For taking the specific management decisions, supervisor needs an objective and general information about the position of the firm in the market and the general market situation. The information we can get from market research. Data gathering involves collecting as much information as possible about the market for the more accurate analysis. Information processing involves using the most common methods of analysis. The most popular of them are: statistical methods – make it possible to determine the average valuation, error value, the degree of consistency of respondents' answers, trends, etc. They include: regression analysis – makes it possible to determine the dependence of the variable on one or more independent variables; correlation analysis – makes it possible to determine the density of communication between two attributes; factor analysis – allows you to establish a connection between the variables and to identify the most significant ones; cluster analysis – allows you to allocate a set of objects into homogeneous groups. This method is used for segmentation the market into groups of consumers and goods; discriminant analysis – it is used to predict the membership in specific groups (for example, during the market segmentation);simulation methods – involves the creation of computer simulation real systems and its experimental application for the analysis of complicated marketing situations and processes. Simulation methods are used when the variables affecting the marketing situation (for example, behavior of competitors) are not identifiable from other methods of analysis; linear and nonlinear programming – it is used to find the optimal solution in the presence of many interrelated changes; heuristic methods including: brainstorming, expert opinions, associations and analogies, morphological method – they are used to solve problems of goods movement and for demand forecasting based on objective marketing information. So, today there are many methods of marketing information analysis.