Case: Macy's stores is currently looking at new ideas to popularize its online purchases. You have been hired as a part-time employee by the store's management to conduct a market research and analyze the factors that affect its online sales. You are required to provide a summary of the survey and make recommendations or provide useful feedback to the store that would help the store to increase the sales revenue. For example, you can do a market research to prove that a particular kind of product is never bought online or a particular kind of offer/discount induces more customers to shop online.

Things you need to do:
1) Design a problem
   Guidelines: For example, some details the Macy's stores would be interested in knowing are –
   Which customers are likely to buy online? Or what are the reasons customers prefer buying certain kinds of products online? Or would discounts or offers or shipping rates influence people to shop online? (These questions are a guideline to get you started. You are free to design your own problem statement and tailor your survey according to the needs of the problem you provide.)

2) Prepare a survey questionnaire
   Guidelines: Your questionnaire should be limited to one page containing questions that will help you to gain information regarding your problem statement. For example, you can include questions in your survey which finds out information regarding the demographics of the customers purchasing online (e.g. age, sex, location, etc.), price sensitivity, proximity to the store, how many prefer shopping online versus shopping in the store, distribution of different kinds of products bought online, what new features would customers like to see while shopping online, etc. You can include other personal information if you think it would help you analyze the results. You might want to mention in your questionnaire that all data collected would be confidential and would only be used for the class project.

3) Conduct the survey with at least 20 people and collect the data
4) Enter the data into a MS Access database
5) Analyze the data and plot graphs and/or charts to deduce information
6) Prepare a report
   Guidelines: Include the following in your report
   (a) Summary of the survey you conducted and your recommendations (~1 page)
   (b) Analysis of your research including tables and charts generated using MS Access (~ 3 or 4 pages)

Submit the following:
1) Turn in a hard copy of the following
   (a) Copy of your survey questions and at least 20 responses
   (b) Copy of your report
2) Submit the following on **WebCT**
   (a) Copy of your report
   (b) MS Access file with
       i. Data entry wizard
       ii. Generated data reports/charts (though these should also be pasted into the analysis if valuable)