**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 3: Activity 6**

## **HOMEWORK ACTIVITY**

## **A big challenge to explore big data**

Data is big business; those who have access to it; those who have the skills to interrogate it and those that build the tools to analyse it; all are in high demand by businesses today.

And that’s not surprising as the pressure increases on marketers to make data-driven decisions. So now it’s your turn to make sense of data!

Your challenge

* Imagine that you are part of a super-team of digital research analysts working for a digital research agency.
* One of your clients is a pharmaceutical company that has just produced a break-through drug that reverses the effects of aging in people over the age of 65 years.
* Now they need to know which countries and territories are likely to have the highest proportion of the over 60s.
* Visit this website that delivers real time global population statistics:

<http://www.worldometers.info/world-population/> and make recommendations for the top three countries that you believe your client should launch in.

* Consider what these statistics are indicating now and attempt to forecast growth over the next three years.
* Make some notes in preparation for a meeting with your client when you will be debriefing them on the results of your research.

**Share your findings with others in the class to gain and give feedback.**