Case Study
Advertising agency

**Objective:** A leading advertising agency wanted to develop a solution to rebalance their data panel to be more representative of the US Population

**Solution:** Conducted a statistical analysis to understand correlation between different demographic attributes and how they relate to the general US population

  • *Analyzed Attributes: Income, Age, Gender, Education, and Ethnicity*

**Results:** The analysis created *sampling weights* that were used to normalize the data panel to be reflective of the US population

  • **Non-Normalized Population:**
    • Income-$84K, Age-50, Gender(Female)-73%, Education(College)-21%, Ethnicity(Hispanic)-12%

  • **Normalized Population:**
    • Income-$68K, Age-48, Gender(Female)-56%, Education(College)-16%, Ethnicity(Hispanic)-14%

  • **US Population:**
    • Income-$68K, Age-48, Gender(Female)-56%, Education(College)-16%, Ethnicity(Hispanic)-14%