

# 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%**

## Pre Vs. Post-Normalization

