

PRODUCT TESTING

Sample Consumer Research Datasets

Illustrative data structures for six research methods. All figures are fictional examples, not benchmarks.

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Sample Consumer Research Datasets

Illustrative data structures for six research methods. All figures are fictional examples, not benchmarks.

Sample Consumer Research Datasets

Illustrative data structures for product testing and consumer insights

Use these sample datasets as templates for your own consumer research projects. **Every number, row, study ID and date in this document is fictional and was made up to show the structure. It is not survey data, it is not a benchmark, and it must not be quoted or used to judge your own results.**

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Dataset 1: Product Preference Survey

Survey Metadata

- **Study ID:** CPX-0000 (fictional example)
- **Sample Size:** 500 respondents
- **Methodology:** Online panel survey
- **Date Collected:** (fictional example)
- **Margin of Error:** ±4.4% at 95% CI

Raw Data Structure

```
respondent_id,age,gender,income_bracket,region,product_a_rating,product_b_rating,product_c_rating,preference_rank,purchase_intent,price_sensitivity,brand_loyalty_score,nps_score,open_feedback
R001,28,F,50k-75k,Northeast,4,3,5,C>A>B,Very Likely,Medium,7,9,"Love the packaging on C"
R002,45,M,75k-100k,Midwest,5,4,3,A>B>C,Likely,Low,9,10,"Been using A for years"
R003,34,F,35k-50k,South,3,5,4,B>C>A,Neutral,High,4,6,"Price is my main concern"
R004,52,M,100k+,West,4,4,4,A=B=C,Likely,Low,8,8,"All seem similar quality"
R005,23,NB,25k-35k,Northeast,2,5,4,B>C>A,Very Likely,High,3,7,"B has the best value"
R006,67,F,50k-75k,South,5,2,3,A>C>B,Likely,Medium,10,10,"A is the only one I trust"
R007,41,M,75k-100k,West,3,4,5,C>B>A,Very Likely,Medium,6,8,"C's new formula is great"
R008,29,F,35k-50k,Midwest,4,5,3,B>A>C,Likely,High,5,7,"B is best for sensitive skin"
```

R009,55,M,100k+,Northeast,5,3,4,A>C>B,Neutral,Low,9,9,"Prefer established brands"
R010,38,F,50k-75k,South,3,4,5,C>B>A,Very Likely,Medium,4,8,"Switching to C after this"

Summary Statistics

Metric	Product A	Product B	Product C
Mean Rating	3.8	3.9	4.0
Std Dev	0.9	0.8	0.7
Top 2 Box %	62%	68%	72%
First Choice %	28%	35%	37%

Dataset 2: Focus Group Transcript

Session Metadata

- **Session ID:** FG-2024-NYC-03
- **Date:** November 15, 2024
- **Location:** New York City
- **Duration:** 90 minutes
- **Participants:** 8 (recruited, screened)
- **Moderator:** Dr. Sarah Chen

Participant Demographics

ID	Age	Gender	Occupation	Usage Frequency
P1	32	F	Marketing Manager	Daily
P2	45	M	IT Consultant	Weekly
P3	28	F	Teacher	Daily
P4	51	M	Small Business Owner	Monthly
P5	38	NB	Healthcare Worker	Daily
P6	27	F	Graduate Student	Weekly
P7	44	M	Financial Analyst	Weekly
P8	35	F	Stay-at-home Parent	Daily

Coded Transcript Excerpt

TIMESTAMP: 00:12:34
SPEAKER: Moderator
TEXT: "When you first see this product on the shelf, what's your initial reaction?"

TIMESTAMP: 00:12:45

SPEAKER: P1

TEXT: "Honestly, the packaging catches my eye. It's very clean, minimalist."

CODES: [PACKAGING_POSITIVE] [FIRST_IMPRESSION] [VISUAL_APPEAL]

SENTIMENT: Positive (0.82)

TIMESTAMP: 00:13:02

SPEAKER: P4

TEXT: "I'm skeptical. Looks like every other premium product trying too hard."

CODES: [PACKAGING_NEGATIVE] [SKEPTICISM] [PREMIUM_FATIGUE]

SENTIMENT: Negative (0.65)

TIMESTAMP: 00:13:18

SPEAKER: P3

TEXT: "I like that it clearly states what's in it. Transparency is important to me."

CODES: [INGREDIENTS] [TRANSPARENCY] [TRUST_BUILDER]

SENTIMENT: Positive (0.78)

TIMESTAMP: 00:13:35

SPEAKER: P6

TEXT: "The price point makes me hesitate. Is it really worth 3x the store brand?"

CODES: [PRICE_CONCERN] [VALUE_PERCEPTION] [COMPARISON]

SENTIMENT: Neutral (0.45)

TIMESTAMP: 00:13:52

SPEAKER: P2

TEXT: "For me, it depends on reviews. I always check online before buying anything new."

CODES: [SOCIAL_PROOF] [RESEARCH_BEHAVIOR] [ONLINE_INFLUENCE]

SENTIMENT: Neutral (0.50)

Theme Analysis

Theme	Frequency	Key Quotes
Price Sensitivity	23 mentions	"Is it worth it?" "Too expensive"
Packaging Appeal	18 mentions	"Clean design" "Stands out"
Ingredient Transparency	15 mentions	"Want to know what's in it"
Social Proof	12 mentions	"Check reviews first" "What others say"
Brand Trust	9 mentions	"Need to trust the brand"

Dataset 3: A/B Testing Results

Test Configuration

- Test ID:** ABT-2024-Q4-landing
- Test Type:** Landing page conversion
- Traffic Split:** 50/50
- Duration:** 14 days
- Statistical Significance:** 95%

Raw Results Data

date,variant,visitors,conversions,conversion_rate,avg_time_on_page,bounce_rate,add_to_cart,purchases									
2024-11-01	A	1234	89	7.21%	45.2s	42.3%	67	23	
2024-11-01	B	1256	112	8.92%	52.8s	38.1%	85	31	
2024-11-02	A	1189	82	6.90%	43.7s	44.1%	61	19	
2024-11-02	B	1201	98	8.16%	51.2s	39.5%	78	28	
2024-11-03	A	1345	95	7.06%	44.9s	43.2%	72	25	
2024-11-03	B	1332	118	8.86%	53.4s	37.8%	92	34	
2024-11-04	A	1567	108	6.89%	42.1s	45.6%	81	27	
2024-11-04	B	1589	139	8.75%	54.1s	36.2%	108	42	
2024-11-05	A	1423	103	7.24%	44.5s	43.8%	76	24	
2024-11-05	B	1445	128	8.86%	52.9s	38.4%	99	38	
2024-11-06	A	1289	91	7.06%	43.2s	44.5%	68	22	
2024-11-06	B	1301	114	8.76%	53.7s	37.1%	89	35	
2024-11-07	A	1156	84	7.27%	45.8s	42.9%	64	21	
2024-11-07	B	1178	105	8.91%	54.2s	36.8%	83	32	

Statistical Summary

Metric	Variant A	Variant B	Lift	P-Value
Conversion Rate	7.09%	8.74%	+23.3%	0.002
Avg Time on Page	44.2s	53.1s	+20.1%	<0.001
Bounce Rate	43.8%	37.5%	-14.4%	0.008
Add to Cart Rate	5.2%	6.5%	+25.0%	0.004
Purchase Rate	1.8%	2.6%	+44.4%	0.011

Winner: Variant B

Confidence Level: 99.8% **Recommended Action:** Implement Variant B globally

Dataset 4: Consumer Sentiment Analysis

Data Source

- Platform:** Twitter/X, Instagram, Reddit

- **Collection Period:** October 1-31, 2024
- **Brand:** [Sample Brand]
- **Total Posts Analyzed:** 12,847

Sentiment Distribution

sentiment,count,percentage,avg_engagement
Very Positive,2,183,16.99%,156.3
Positive,4,891,38.07%,89.2
Neutral,3,456,26.90%,45.7
Negative,1,823,14.19%,112.5
Very Negative,494,3.85%,234.8

Topic Clusters

Topic	Volume	Sentiment Score	Top Keywords
Product Quality	3,421	+0.62	quality, works, effective, love
Customer Service	2,156	-0.28	wait, response, help, issue
Price/Value	1,987	+0.15	worth, expensive, deal, value
Shipping	1,654	-0.45	late, damaged, delivery, slow
Packaging	1,234	+0.71	beautiful, sustainable, unboxing
Competitor Comparison	892	+0.33	better than, switch, prefer

Trending Mentions Over Time

week,mentions,sentiment_score,share_of_voice
Week 1,2845,0.42,12.3%
Week 2,3123,0.38,13.1%
Week 3,3567,0.51,14.8%
Week 4,3312,0.45,13.9%

Influencer Impact

Influencer Tier	Posts	Reach	Avg Sentiment	Engagement Rate
Mega (1M+)	12	8.2M	+0.78	3.2%
Macro (100K-1M)	45	12.5M	+0.65	4.8%
Micro (10K-100K)	234	8.9M	+0.72	6.1%
Nano (<10K)	1,456	4.2M	+0.81	8.4%

Dataset 5: Purchase Journey Tracking

Study Parameters

- **Method:** Panel tracking + survey
- **Sample:** 250 households
- **Duration:** 90 days
- **Category:** Personal Care

Journey Stage Data

```
customer_id,awareness_date,awareness_source,consideration_date,consideration_touchpoints,
intent_date,purchase_date,purchase_channel,repurchase,days_to_convert
C001,2024-09-01,Instagram Ad,2024-09-05,"website, reviews, comparison",2024-09-12,2024-09-
15,DTC Website,Yes,14
C002,2024-09-03,Word of Mouth,2024-09-08,"store visit,sample",2024-09-10,2024-09-
10,Retail Store,Yes,7
C003,2024-09-05,Google Search,2024-09-07,"website,youtube",2024-09-14,2024-09-
20,Amazon,No,15
C004,2024-09-08,TV Commercial,2024-09-15,"website, reviews",2024-09-22,2024-09-28,Retail
Store,Yes,20
C005,2024-09-10,Influencer,2024-09-11,"instagram, website",2024-09-12,2024-09-13,DTC
Website,Yes,3
C006,2024-09-12,Display Ad,2024-09-18,"website,email",2024-09-25,NULL,NULL,NULL,NULL
C007,2024-09-14,Podcast,2024-09-16,"website, reviews, reddit",2024-09-20,2024-09-22,DTC
Website,Yes,8
C008,2024-09-15,Store Display,2024-09-15,"in-store",2024-09-15,2024-09-15,Retail
Store,No,0
C009,2024-09-18,Friend Referral,2024-09-20,"website, comparison",2024-09-25,2024-09-
30,Amazon,Yes,12
C010,2024-09-20,TikTok,2024-09-21,"tiktok, website",2024-09-22,2024-09-23,DTC
Website,Yes,3
```

Funnel Metrics

Stage	Volume	Conversion Rate	Avg Days in Stage
Awareness	250	100%	-
Consideration	198	79.2%	4.2
Intent	156	78.8%	5.8
Purchase	124	79.5%	3.1
Repurchase	89	71.8%	28.4

Channel Attribution

Channel	First Touch	Last Touch	Linear	Time Decay
Paid Social	32%	18%	24%	22%
Organic Search	18%	22%	20%	21%
Direct	8%	28%	16%	20%

Channel	First Touch	Last Touch	Linear	Time Decay
Email	5%	15%	12%	14%
Referral	22%	8%	15%	12%
Retail	15%	9%	13%	11%

Dataset 6: Demographic Segmentation

Cluster Analysis Results

Segment	Size	Avg Age	Income	Key Characteristics
Value Seekers	28%	42	\$45K	Price-sensitive, coupon users, bulk buyers
Premium Enthusiasts	18%	35	\$95K	Quality-focused, brand loyal, early adopters
Convenience Cravers	24%	38	\$72K	Time-poor, subscription users, delivery preference
Eco-Conscious	15%	29	\$58K	Sustainability-focused, ingredient-aware
Traditionalists	15%	56	\$52K	Habit-driven, brand loyal, in-store shoppers

Segment Profiles

segment,gender_f_pct,urban_pct,online_purchase_pct,avg_basket_size,purchase_frequency,brand_switch_rate,promo_response_rate
Value Seekers,52%,45%,35%,\$28.50,2.1/month,42%,78%
Premium Enthusiasts,48%,72%,68%,\$67.20,1.8/month,15%,22%
Convenience Cravers,55%,68%,82%,\$45.80,2.8/month,28%,35%
Eco-Conscious,62%,58%,72%,\$52.40,1.5/month,32%,18%
Traditionalists,58%,32%,18%,\$34.60,1.2/month,8%,45%

Media Consumption by Segment

Segment	TV	Social	Podcast	Print	Email	Streaming
Value Seekers	High	Medium	Low	Medium	High	Medium
Premium Enthusiasts	Medium	High	High	Low	Medium	High
Convenience Cravers	Low	High	Medium	Low	High	High
Eco-Conscious	Low	High	High	Medium	Medium	High
Traditionalists	High	Low	Low	High	Medium	Low

How to Use These Datasets

Not for Benchmarking

The figures are fictional. Compare your results with your own earlier studies or a cited public source, never with these examples.

For Training

Use these formats to train team members on data analysis, coding, and insight generation.

For Proposals

Reference these structures when scoping research projects and setting client expectations.

For Templates

Adapt the data structures for your own data collection instruments.

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