

CERTIFICATE OF COMPLETION

This is to certify that

Adefolahan Akinsola

has successfully completed the “Beginning to Understand Your Customers” course of our programs This course has the goal of helping participants to:

- Understand the purpose and value of conducting market research,
- Learn the methodologies for obtaining primary and secondary data, create interview questions,
- Conduct primary market research interviews, and data analysis; and
- Identify target markets, and apply learned concepts and technics.

March 19, 2020, 10:36 pm

DATE

**BEGINNING TO
UNDERSTAND
YOUR
CUSTOMERS**

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