

## Market Definition for Estimation Workshop

#### One day workshop, onsite or virtual

The Market Definition process is a crucial part of data analysis, as it establishes benchmarks for market areas and informs estimates for various types of work. In our Market Definition for Estimation Workshop, we'll review how to manually define your agency's market areas using analytical tools in AASHTOWare Project Data Analytics SaaS.

#### **Agency Outcomes**

The goal of this workshop is to provide your team of analysts with hands-on training to both manually and automatically create market definitions in your area. By the end of the workshop, your agency will have established a standard methodology for building markets that can be used for all future estimates.

#### **Learning Objectives**

<u>-</u><u>\</u><u>\</u><u></u>-

Create a market definition process for your agency

Put market definitions in place for future estimates

-<u>`</u>Q<u>`</u>-

Refine pricing with better market area definitions



Automate the market definition process

The AASHTOWare logo, AASHTOWare Project Bids, AASHTOWare Project Construction & Materials, AASHTOWare Project Civil Rights & Labor, AASHTOWare Project Estimation, AASHTOWare Project Preconstruction, and AASHTOWare Project are trademarks of AASHTO. AASHTOWare Project are registered service marks and trademarks of AASHTO. The AASHTOWare Project logo is a registered trademark of AASHTO. Other product and company names mentioned hereim may be trademarks and/or service marks of their respective owners. © Copyright 2023 by the American Association of State Highway and Transportation Officials, Inc. All rights reserved. This document or parts thereof may not be reproduced in any form without written permission of the publisher. Printed in the United States of America.

### The Workshop

Our Market Definition for Estimation Workshop offers a mix of handson training, discussion, and detailed presentation. The workshop will focus on:

Educating attendees on the market definition methodology

Incorporating analytical tools in your market definition workflow

Understanding how to improve and refine your benchmarks

# Establishing best practices for building market areas

As your partner in analysis, Infotech is here to answer any questions you may have about workshops or the AASHTOWare Project Data Analytics SaaS module.

Contact us at dataservices@infotechinc.com

