

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



Create a market definition process for your agency



Put market definitions in place for future estimates



Refine pricing with better market area definitions



Automate the market definition process

The Workshop

Our Market Definition for Estimation Workshop offers a mix of hands-on 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