

Patty Bu

Research Manager, Survey and Analysis at International Data Corporation (IDC)

Toronto, ON, CA

Patty Bu is a Research Manager with IDC Canada's Survey and Analysis Group

Biography

Patty Bu is a Research Manager with IDC Canada's Survey and Analysis Group. Patty manages IDC Canada's primary research projects. She is responsible for survey design, research methodology selection, statistical data analysis, and panel management. Patty has more than 15 years of experience in marketing research and surveys. Prior to joining IDC, she worked as a Project Manager at the Ideas Research Group. Before that, she was a Market Research Analyst at IBM China Research Laboratory, where she conducted primary and secondary research in the IT industry.

Areas of Expertise

Project Management, Quantitative Research, Advanced statistical analysis, Questionnaire design

Associated IDC Services

IDC Canada Survey & Analysis Group

Education

Nanyang Technological University of Singapore

M.A. Marketing

Sichuan University

B.A. International Business

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).