2021 Patent Landscape Theory Questions
Model Answers

Please perform the 3 tasks listed below with the provided data collection.

Answer format: Word, PowerPoint, pdf, Excel

(Task 3 - Make sure your analysis is in a separate sheet if using excel/spreadsheet)

Task 1: Data processing (Max 20 points)

- Please provide a family reduction of the collection and submit a workbook with your results.
- Please share which reduction method you used and why you used the selected method.
- Please discuss your method of assignee harmonization and give five examples of assignees that were harmonized (show the starting and harmonized assignee group).

Task 2: Data analyzing (Max 30 points)

- Please create charts presenting:

  o Show the general trend of the collection over time. Explain your choice of date field for this visualization.

  o Provide a visualization of the top 25 assignees.

    ▪ Provide a visualization of assignees over time. Explain your choice of date field for this visualization.

  o Provide a visualization of top technologies using patent classification schemes (select hierarchy level and explain your choice)

  o Categorize your collection into at least three sub-categories and explain your choice.

    ▪ Provide a visualization of categories over time. Explain your choice of date field for this visualization.

  o Provide a semi-automated technology clustering of the collection. For example, a spatial concept map. Explain the value of this type of analysis.

  o Provide a citation analysis of the collection. For example, a citation network diagram. Explain the value of this type of analysis.

Task 3: Reporting (Max 20 points)

- Please provide a list of the insight generated from the visualization from task 2.

- Write an executive summary, including actionable next steps based on your analysis.