

# PROCESS OF DATA ANALYSIS

## WHAT IS DATA ANALYSIS?



Data analysis is the process of **cleaning, organising and analysing** raw data in order to extract useful information and draw conclusions from it.



## DATA CLASSIFICATION

### LEVELS OF MEASUREMENT

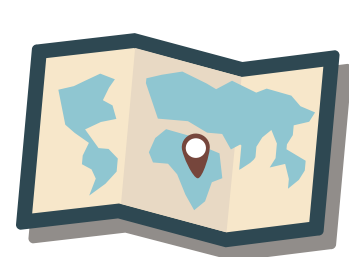
### NOMINAL

- Calculated using names, labels or qualities
- No mathematical computations are made at this level

For example...



Gender

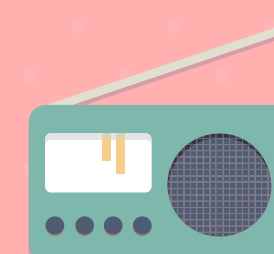


Geographical region

### ORDINAL

- Arranged in order but differences between data entries are not meaningful

For example...



Top 50 songs on the radio

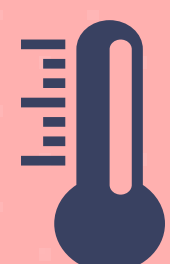


Olympic ranking

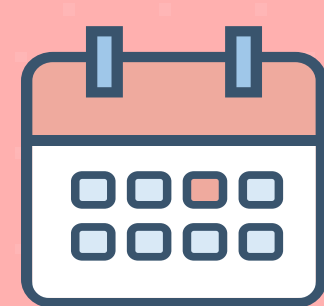
### INTERVAL

- No meaningful "zero" as point of origin
- Arranged in order and the differences between data entries can be calculated

For example...



Temperatures

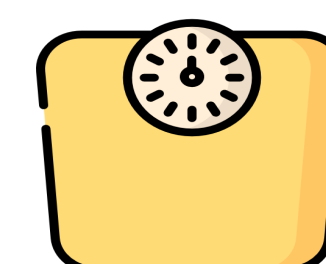


Calendar dates

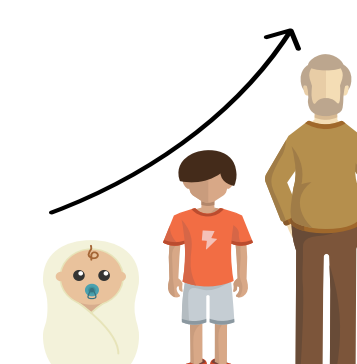
### RATIO

- Has a meaningful "zero" as a point of origin
- The ratio between two data points are equal

For example...

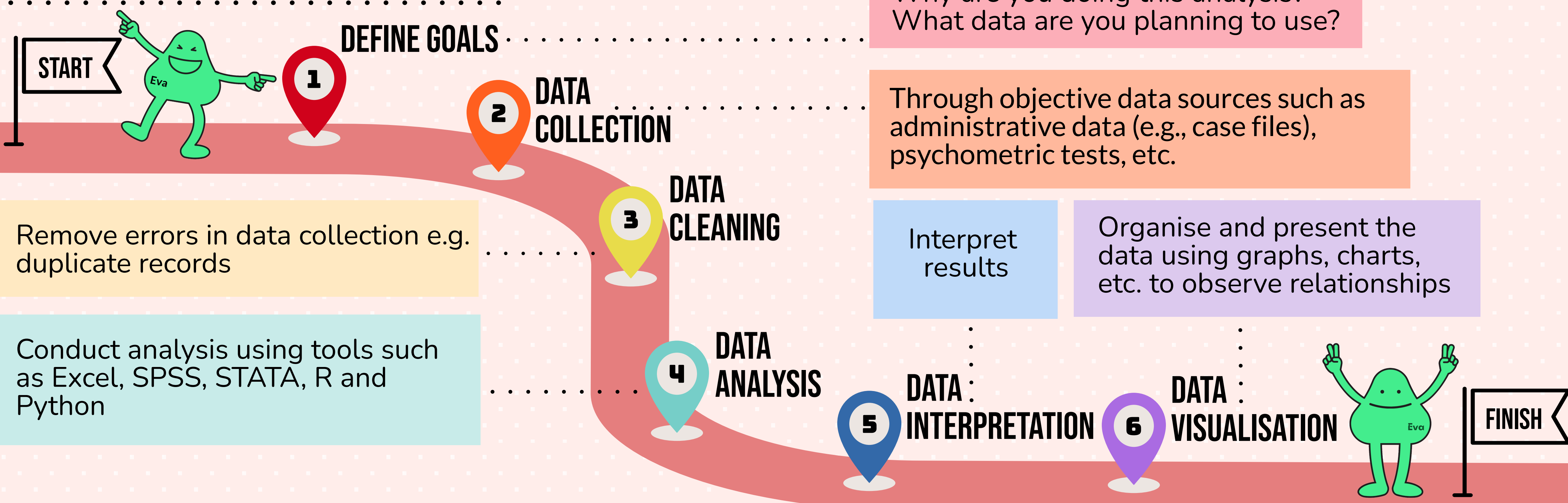


Weight



Ages

## DATA ANALYSIS PROCESS



## Pause and Think!

- 1 Do you collect data for your projects?
- 2 Can you identify its data classification?

## What's Next!

We will talk more about each component of the data analysis process in upcoming info-posters. Stay tuned!

### References:

Christensen, P. (2011). An Introduction to Statistical Methods and Data Analysis. *Journal of Property Investment & Finance*.

Prybutok, V. R. (1989). An introduction to statistical methods and data analysis.

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