

# Data Analysis

SAMPLES



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## What is data analysis?

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## What is the process of data analysis?

### Identify the business question you'd like to answer.

What problem is the company trying to solve? What do you need to measure, and how will you measure it?

### Collect the raw data sets you'll need to help you answer the identified question.

Data collection might come from internal sources, like a company's client relationship management (CRM) software or from secondary sources, like government records or social media application programming interfaces (APIs).

### Clean the data to prepare it for analysis.

This often involves purging duplicate and anomalous data, reconciling inconsistencies, standardising data structure and format, and dealing with white spaces and other syntax errors.

### Analyse the data.

By manipulating the data using various data analysis techniques and tools, we can begin to find trends, correlations, outliers, and variations that tell a story. During this stage, we might use data mining to discover patterns within databases or data visualisation software to help transform data into an easy-to-understand graphical format.

## Can you work with our current datasets?

Yes, we can work with your current dataset. Whether this be updating, digitising or adding further layers of manually captured information.

