**CHAPTER – 4**

**DATA ANALYSIS AND INTERPRETATION**

Data analysis is the process of collecting, organizing, interpret and visualizing data to extract insights and identify patterns. Data analysis help businesses make informed trends and prevent risks.

**4.1.1. AGE WISE DISTRIBUTION**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| UNDER 18 | 0 | **-** |
| 18-24 | 59 | 66.7% |
| 25-34 | 12 | 13.3% |
| 35-44 | 0 | - |
| 45+ | 18 | 20% |

**INTERPRETATION:**

* The chart presents a breakdown of respondents based on age.
* The above data shows that 66.7% of the population falls into 18- 24 age group highlighting presence of younger individuals in the sample.
* The 2nd largest segment consist of respondents aged 45+, constitutes 20% of surveyed population.
* Meanwhile, respondents aged 25-34 constitutes at 13% of the total.
* This distribution ensures wide range of viewpoints and experiences with the reliance JIO.

**4.1.2 OVERALL EXPERIENCE OF RESPONDENTS WITH THE RELIANCE JIO**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| EXCELLENT | 6 | 6.7% |
| GOOD | 59 | 66.7% |
| AVERAGE | 18 | 20% |
| POOR | 6 | 6.7% |

**INTERPRETATION:**

 The data indicates that 66% of respondents had a positive experience with Reliance Jio.

 In contrast, 20% of the participants rated their experience as average.

* Furthermore, 6.7% of those surveyed reported their experience as either excellent or poor.

**4.1.3 NETWORK COVERAGE OF RELIANCE JIO IN RESONDENTS AREA**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| EXCELLENT | 18 | 20% |
| GOOD | 36 | 40% |
| POOR | 0 | - |
| AVERAGE | 35 | 40% |