



Descriptive Analysis

Descriptive Analytics



Descriptive analysis is a technique used to describe or summarize existing data and relies solely on historical data to draw its conclusion. It uses this historical data to provide previous trends, patterns and insights. It is then used to describe this historical data with the use of chart, graphs, and visualisations to make it easier to understand and to be more readable.

This can be used in relation to my project to show the trends of the uptake in the STEM industry by females and by collecting the information it will show historical figures and the decline or increase in the numbers per year over the duration of the study.

It could also show the pay from graduate to experienced by comparing the figures by gender.

Diagnostic Analysis



Diagnostic analysis is used to find out what happened by using data to determine the root cause. It uses trends to determine the why of the situation and can be used to change processes, performance and issues that may have caused the 'why'.

In relation to my project this could be used to determine the factors of why there are less women in STEM than men and what factors have caused the disparity.

Predictive Analysis



Predictive analysis is using historical data to ‘predict’ what might happen going forward. It can use patterns, trend and correlations on the historical data to be able to forecast future outcomes. It could change how things are done in order for the organisation to better improve process and procedure.

In relation to my project this could help organisations to recruit more female candidates and compensate them at the same levels as their male counterparts instead of continuing to evaluate them as lesser than.

Prescriptive Analysis





Prescriptive analysis is used to ‘prescribe’ and advise the best way going forward. It can be used to give presentations on what to do and predict outcomes of the advised way. It is essentially a next steps tool to achieve a goal or change something to achieve the desired outcome. It takes the already analysed data and uses the trends and patterns to show what can be changed to progress forward.

In relation to my project this could show how to improve processes in the hiring process or in the admissions process to enable a more even spread of candidates into the STEM industry.