Week 2 Assignment – Reflection Report

Write a report on a time you have been a part of data analysis.

The report must be no longer than two pages, or three pages if images are included.

Was the data taken qualitative or quantitative

Nominal or Ordinal

Consider:

What data was collected?

Date, time and location of purchase.

Currency of purchase, amount of purchase

What was physically purchased

How quickly it took from scanning the item to tapping of the card

By whom / what?

Holland and Barrett, sales personal

How was the data collected?

Email, receipt was sent to my email and survey was asked

Which measures your taken, and what data types were they?

Stars, 1-10 scale

What was the purpose of the data analysis?

More data helps improve customer service

Weak link in a chain

Was this data ever presented to you, and if so, how?

Nope, only data implemted was known

If not, what would you consider a suitable visual?

Stars, colour is very universal, so traffic light system works well