**Exercise 1: Introduction To Data Analysis**

**What is data analysis?**

Data Analysis includes many tasks with the end goal of finding interesting insights into different types of data (qualitative, quantitative). These tasks include finding data, cleaning the data, finding trends in the data (analysing), and presenting it to a person or company.

A company will use Data Analysis to find ways to improve elements of their business – what is working, what isn’t and what can be improved.

**Why is data analysis important in modern contexts?**

Data Analysis is important in modern contexts because it can quickly and easily find ways to improve not just businesses but society.

**List and describe three areas where data analysis is applied today**

Business – improvements or risk management

Science – Analysing a medical study

Sports – Analysing a game or event to help improve a team or individual