

Demographics are shared characteristics in the form of statistical data that relate to a population as a whole and also particular groups within it, such as age, education level, income level, gender, ethnicity and occupation, etc.

A good way to start analysing data is by identifying the different groups, dividing them into different groups and looking at the situation from different angles, generating questions yourself and thinking about them...

Data Analysis is a process of collecting, transforming, cleaning and modelling data to discover useful information for business decision-making. To start off, you need to identify a clear goal/question you want to answer. The ideal next step would then be to collect the data relevant to your goal. In this case, we have provided you with the goal and data, so next would be to process the data. Here are some tips to get you thinking of the next steps:

- Identifying the demographic characteristics, manipulating the data and breaking down the data makes it easier to find any patterns
- Use of data analysis tools would also be extremely helpful, for example, R Programming, Python, Microsoft Excel, etc
- Data visualisation is also a good way to examine data in a graphical format
- Try to look at the data from different angles and constantly ask yourself questions such as does the data answer the original question, are there any limitations on the conclusions, are there any more angles to consider, etc
- As you interpret the data, there could be a possibility to change the focus question or even the need to collect more data

Data cleaning is also a very important aspect in Data Analysis. When you clean your data, all outdated or misleading information is gone, which leaves you with the highest quality information allowing you to focus on creating an effective visualisation. Hence, overall an easier and better interpretation of the data.