

SKILL SUMMARY

DISCOVERING DATA



Why is discovering data important?

What can data tell us?

What is data-based reasoning?

KEY POINTS OF DISCOVERING DATA

DISCOVERING AND INTERPRETING DATA

- When discovering and interpreting data, an analyst must try to discern the differences between correlation, causation and coincidences as well as other biases. Consider other factors that may lead to the result.
- There are many data interpretation methods available.
- Interpreting data helps people make sense of the numerical data collected, analyzed and presented.
- Having a baseline method (or methods) for interpreting data will provide your analyst teams with a structure and a consistent foundation.
- Using various methods can duplicate efforts and lead to inconsistent solutions. It's often a waste of time, energy and money.

QUALITATIVE ANALYSIS

- Observe, document, interview, notice, collect and think.

QUANTITATIVE ANALYSIS

- Use numerical data in your research.
- Use various statistical methods to analyze information.

WHY DISCOVERING DATA IS IMPORTANT

- The purpose of collecting and interpreting data is to acquire useful information so you can make the most informed decisions.
- Data analysis and interpretation helps to identify and solve problems.

DATA-BASED REASONING

- Data-based reasoning describes the process of making conclusions based on available data.
- Data is considered in context.

DID YOU KNOW?

Discovering and interpreting data refers to the process of reviewing data to make an informed decision. The interpretation of data gives meaning to information and determines its significance and implications.