A lot of entries focus on the legality and ethics surrounding Abi's analysis of the data to be presented to Whizzz. I think there is interesting information in looking at how Abi could misrepresent data if decided to flip a coin and go the unethical route.
Misrepresentation of data is an insidious and subtle means of portraying data in a way that suits the analyst or client's preferred narrative. This is not the same as the more egregious cousins to misrepresentation; fabrication and falsification where data is either created from thin air, or at least doctored to portray a favorable outcome. This however, does not diminish the impacts of misrepresentation, nor is it any less ethically problematic.
So if Abi wanted to misrepresent the data, how could he go about it? A common technique is by trimming outliers while cleaning up the raw data; potentially skewing the real value of error on a dataset (Resnik, 2001).
Perhaps the data looks fine and the results of multiple regression analysis are promising, but further tests show that the dataset is heteroscedastic (displaying variating dispersion in a datasets error term). The results should be unusable, but if they look good, would they be investigated or checked for correctness and accuracy (Rosopa, Schaffer and Schroeder, 2013)?
Other common methods to misrepresent data is by illustrating results through graphs that deceptively represent the figures, while combining suggestive language to suit a narrative (Resnik, 2001).
We can see how easy it is to manipulate information to suggest an outcome, further outlining the need for individuals to think critically of the information they collect, how they analyze it and the means with which they portray it to an audience.

References:

Resnik, D.B. (2001). *Misrepresentation - an overview | ScienceDirect Topics*. www.sciencedirect.com. Available at: https://www.sciencedirect.com/topics/computer-science/misrepresentation [Accessed 21 Mar. 2022].

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