

Applied data Science

Data collection and preparation

Group 4

Data Collection Methods:

- Data collection method is impacted by the
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- method of research you choose. It is usually
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- done through:
 - Data collection by the individual researcher
 - Collection through hired researcher
 - Collection through firms

Data collection Formats:

- Format of data is influenced by the method of
- research, as it could be
- Printed questionnaires
- Interview sheets (in-person or telephonic)
- Focus group notes
- Observation notes
- Email or web responses
- Content analysis notes, pictures, documentaries
- Printed, e-records, scanned data
- Literature review

Data Preparation

- Preparation of data file
- It is important to convert raw data into a usable data for analysis
- The analysis and results will surely depend on the quality of data
- There are possibilities of errors in handling instruments, raw data, transcribing, data entry, assigning codes, values, value labels
- Data need to be cleaned to fulfill the analysis
- conations

Data preparation process:

