

The Lesson: Concepts & Skills

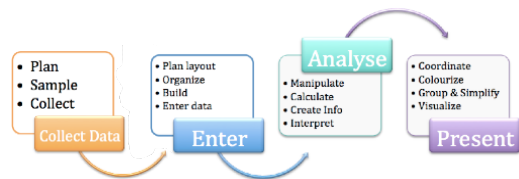
Steps in research

Plan the Study	Gather Background Research	Select the Population	Select Sample Size & Sampling Method	Construct & Conduct Survey	Gather Secondary Data	Enter Data	Analyse Data	Draw Conclusions	Generalise Findings & Make decisions
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Assigned Practice

The Project

Introduction	Background	Methodology	Results	Discussion	Future Work	Conclusion	References	Appendices
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Tools							Process of Analysis			
One Variable Statistics			Two Variable Statistics				Selection of target segments	Using Excel to calculate statistics	Understanding statistical formulae	Formulaic-based prediction
Describing Data			Investigating Relationships Between Data		Building Models to make Predictions					
Central Tendency	Range	Distribution Dispersal	Two-variable Relationships	Graphical Presentation	Linear Regression	Non-linear Regression	Filtering Techniques	Calculate	Interpret	Make Models
Mean	Min	Standard Deviation	Correlation Coefficient	Scatter Plots	Coefficient of Determination		By quartile	Use all stats	Compare stats	Use strong relationships
Median	Max	Histograms	r	Bubble Plots	r^2		Demographics	One-variable	Find anomalies	
Mode		Box plots					Or combine	Two-variable	Find red flags	

Assigned Practice

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