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PAPER = DATA ANALYSIS BY USING SPSS

DEPARTEMENT = BBA (7th SEMESTER)

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NOTE = ATTEMPT ALL QUESTIONS

QUESTION NO: 1

Fill The Following Statements With Appropriate Words And Options

1 .SPSS is the abbreviation of statistical packages for social sciences

2. Figures belong with _____ data

3. Attributive study of the data belongs with non.scale

4. _____ is the process which separate in homogeneous groups.

5. The graph which construct on behalf of continuous group is called as crave graph

6. The grading score of the students belongs with ordinal measurement scale

7. 32 Flies in the category of interval measurement scale

8. Data Analysis has very limited usage in advance research studies. T/F

False

9. Number of dots in a single line is very good example of countable data. T/F

False

10. Qualitative data do not belong with the field of statistics. T/F

False

Q NO.3 (PART A)

ANSWER:

As a researcher, yes it's true that the initial techniques that are used during the transformation of data is recommendable during the analysis of the data because the data is being developed after the analysis. Working on data is complex and time consuming but working with the software can easily handle and operate information with the help of some techniques. These

techniques are used to analyse transform and produces a characteristics pattern between different data variables.

Q NO.3 (PART B) Identify the following statements with respective characteristics.

ANSWER #

1. Number of telephone connections in K.P.K. (**DISCRETE**)
2. Ages of the total employees in office. (**INTERVAL**)
3. Grading scores of the Examination. (**ORDINAL**)
4. Percentile score of NTS tests. (**ORDINAL**)
5. Weight of Wheat sack. (**CONTINUOUS**)
7. INU exam result declaration criteria. (**INTERVAL**)
8. Temperature of Peshawar. (**INTERVAL**)

Q NO.2 (PART A)

Types And Branches Of Data: The Two Main Flavors Of Data: **Qualitative And Quantitative**

At the highest level, two kinds of data exist: ***qualitative and quantitative***

Quantitative Data: Data that deals with numbers and things you can measure objectively: dimensions such as height, width, and length. Temperature and humidity. Price, area and volume.

Qualitative Data: Data that deals with characteristics and descriptors that can't be easily measured, but can be observed subjectively – such as smells, tastes, textures, attractiveness, and colour.

Furthermore, qualitative and quantitative data are subdivided into different types

Quantitative Data: Continuous Data And Discrete Data

There are 2 types of quantitative data, which is also referred to as **numeric data: continuous and discrete**. As a general rule, *counts are discrete and measurements are continuous*.

Discrete Data: That data is a count that can't be made more precise. Typically it involves integers.

For example, number of children (or adults, or pets) in your family is discrete data.

Continuous Data: On the other hand, could be divided and reduced to finer and finer levels. **For example,** you can measure the height of your kids at progressively more precise scales – meters, centimeters, millimeters, and beyond – so height is continuous data.

Qualitative Data: Binomial data, Nominal Data, And Ordinal Data

There are 3 main types of qualitative data

1. Binomial Data: Binary data place things in one of two mutually exclusive categories: right/wrong, true/false, accept/reject.

Occasionally, I'll get a box of jujubes that contains a couple of individual pieces that are either too hard or too dry. If I went through the box and classified each piece as "Good" or "Bad," that would be binary data.

2. when collecting **Unordered or Nominal** data, we assign individual items to named categories that do not have implicit or natural value or rank. If I went through a box of jujubes and recorded the colour, of each in my worksheet, that would be nominal data.

Other examples, in chi – square analysis

3. Ordered or Ordinal Data: in which items are assigned to categories that do have some kind of implicit or natural order, such as "Short, Medium, or Tall." Another example is a survey question that asks us to rate an item on a 1 to 10 scale, with 10 being the best. This implies that 10 is better than 9, which is better than 8, and so on.

Q NO.2 (PART B):

Importance of SPSS in business life:

With SPSS predictive analytics software, users can predict with confidence what will happen next so that smarter decisions can be made, problems can be solved and hence improve outcomes. IBM SPSS Statistics is an integrated family of products that addresses the entire analytical process, from planning to data collection to analysis, reporting and deployment.

With more than a dozen fully integrated modules to choose from, user can find specialized capabilities suited to them to increase revenue, outperform competitors, conduct research and make better decisions.

