**ASSIGNMENT # 01**

**(SPRING-2020)**

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 **i.d: 11240**

 **Program: B.B.A (VI)**

**Course Title: Data Analysis by Using SPSS**

**Starting Date: 14th April, 2020**

 **Due Date: 20th April, 2020 Total marks: 30**

**Instructor : Raza Ahmed Khan**

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* **Assignment should be submitted within 6 – days.**
* **Submitted Document’s format should be in word, pdf or in jpg.**
* **No Assignment will be accepted after due date mentioned above.**
* **Note: Attempt All Questions**

**Question No: 01**

 **Fill the following statements with appropriate words and options:**

**(1- Each)**

1. SPSS is the abbreviation of ……statistical package for social sciences…………….
2. Figures belongs with ……numeric…………………. data
3. Attributive study of the data belongs with ………non-scale……………
4. ……classification …………… is the process which separate data in homogeneous groups.
5. The graph which construct on behalf of continuous group of data is called as

…crave graph…………….

1. The Grading score of the students belongs with …ordinal………… measurement scale.
2. 32⁰ Flies in the category of …interval…………measurement scale.
3. Data Analysis has very limited usage in advance research studies. (T/F)
4. Number of dots in a single line is very good example of countable data. (T/F)
5. Qualitative data do not belong with the field of Statistics. (T/F)

**Question No: 02**

 **(3- Each)**

1. **Describe the relevant types and branches of Data?**

 Ans: There are two main type of data i.e.

1. Qualitative.
2. Quantitative.
* **Qualitative Data:** it is define that approximates and characterizes.

**This is non-**numerical in nature, this type of data is collected through methods of observation, one –to –one interview, conducting, focus groups and similar methods. Qualitative is two types,

1. Nominal data
2. Ordinal data.

 **Nominal Data:** it is type of data that is used to label variables without providing any quantitative value. Nominal data can not be ordered and measured e.g. gender, color, etc.

**Ordinal Data:** ordinal data is a categorical, statistical data type where the variable have natural categories and the distance between them is not known e.g, happiness on scale from 1 – 10 .

* **Quantitative Data:** Quantitative data is data expressing a certain quantity, amount or range usually, there are measuring units e.g, meters, kg, etc.

There are two types of quantitative data,

1. Continuous data.
2. Discrete data.

 **Continuous data:** a set of data is said to be continuous of values belonging to the set can take on any value within a finite or infinite interval. e.g, height in meters weight in kgs.

Discrete data: a set of data is said to be discrete if the value belonging to them are distinct and separate (unconnected values) for example number of people in class, test questions answered correctly .number of kids etc.

**Question No: 02**

 **(3- Each)**

**b) How could you elaborate the “Importance and SPSS in Business life**”?

Ans: Important of Spss in business life”

 Spss (statistical package for the social sciences), also known as IBM SPSS statistics, is a software package used for the analysis of statistical data. It helps scientists to process data in in simple steps, helps them to easily handle, and operate information with the help of some techniques.

 It helps business get faster and better results, models are successfully built and analyzed as far as predictions are concerned.

 Every business decision can now be driven by the right data and the platform enables statistical analysis at a highly advanced level along with offering a gargantaun library of a logrithms for machine-learning and text analysis is tandem with big data integration and open source extensibility it helps business detect newer growth opportunities bolster overall efficiency level and lower operational risks.

**Question No: 03**

a) **“The initial techniques which are usually prefer during transformation of data towards information are mostly recommendable during the analysis of data.”**

**Elaborate the above mentioned statement as a researcher?**

**Ans**: Yes, the initial techniques which are usually prefer during transformation of data towards information are mostly recommendable during the analysis of data because it about converting data into actionable insights. The amount of data an organization can collect today from a variety of techniques offers the ability to see under the hood,

Understand which processes are working and helps teams prepare for future depending on your needs and the types of data analysis method will shift.

This also makes it necessary to understand which methodology can deliever the best results. Even so, there are some common techniques that come included in most data analytics software because they are effective.

**Question No: 03**

**b) Identify the following statements with respective characteristics**.

**(Constant, Variable, Discrete, Continuous, Ordinal, Nominal, Interval, Scale)**

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i. Number of telephone connections in k.p.k. (discrete)

ii. Ages of the of the employees in office. ( continuous )

iii. Grading scores of the Examination ( interval )

iv. Percentile score of NTS tests. ( ordinal )

v. Weight of Wheat sack. ( continuous)

vi. Tenure of Internship for graduate students. ( continuous )

vii. INU exams result declaration criteria. ( constant )

viii. Temperature of Peshawar. ( continuous )

ix. Scale of measuring scale of rain .( continuous )

x. Measurement scale of Blood pressure ( interval )