

Assignment

SAMPLE



ACADEMIC
GHOSTWRITER

Data Collection and Analysis

Student's Name

Code + Course Name

Professor's Name

University Name

City, State

Date



Data analysis is the process where the researcher takes the raw data that has been gathered to establish information that can be used to achieve the goals of the research being carried out.

For this research, the questionnaires completed and the information collected from depth interviews are analyzed as raw data. The researcher inputs the raw data to the computer with the help of the survey analysis package called Statistical Package for the Social Sciences (SPSS). SPSS is usually a much important tool that is used to measure data and even convert it to tables and bar and pie charts to provide a clear understanding of the interpreted information by the reader.

The questionnaires were distributed among the employees of the web marketing company that had direct contact with customers. The researcher spent about two weeks distributing the questionnaires and gathering responses. 150 questionnaires were distributed.

| Variable | Less than € 500 | Between €500 and €1000 | Above €1000 | Total |
|-------------|-----------------|------------------------|-------------|-------|
| Respondents | 45 | 80 | 25 | 150 |
| Percentage | 30 | 53.3 | 16.7 | 100 |

A large number of respondents consist of middle-income individuals. 30% of the respondents have less than €500 monthly income, while 53.3% have between €500 and €1000 monthly. The remaining 16.7% of the respondents earn €1000 and more.

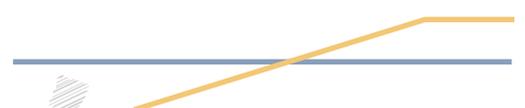


Figure 1: Graphical representation of respondents based on their monthly income

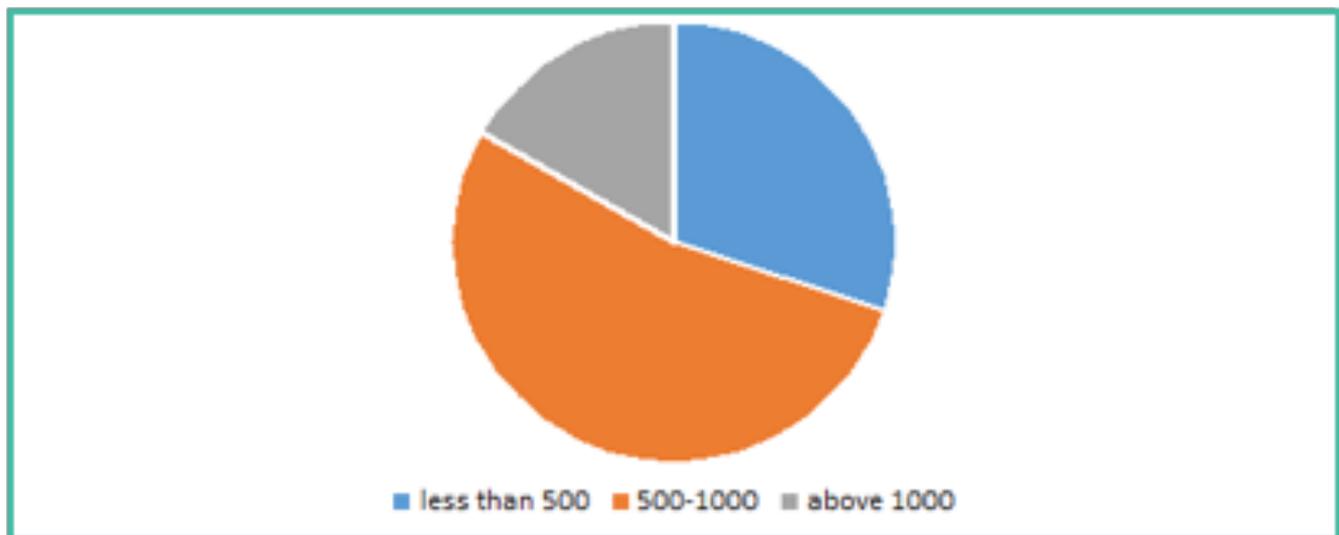


Table 2: Frequency distribution of respondents based on "new online platform"

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------|-----------|---------|---------------|--------------------|
| Valid Strongly agree | 65 | 43 | 43.3 | 43.3 |
| Agree | 40 | 26.5 | 26.7 | 70.0 |
| Partially agree | 20 | 13.2 | 13.3 | 83.3 |
| Disagree | 25 | 16.6 | 16.7 | 100 |
| Total | 150 | 99.3 | 100.0 | |
| Missing System | 1 | .7 | | |
| Total | 151 | 100.0 | | |

The frequency table above indicates that 43% of the respondents strongly agree with creating a new online platform for Dutch entrepreneurs. 26.5% and 13.2% just agree and partially agree, respectively, while 16.6% do not agree with the idea.



Figure 2: Graphical representation of respondents based on the “new online platform

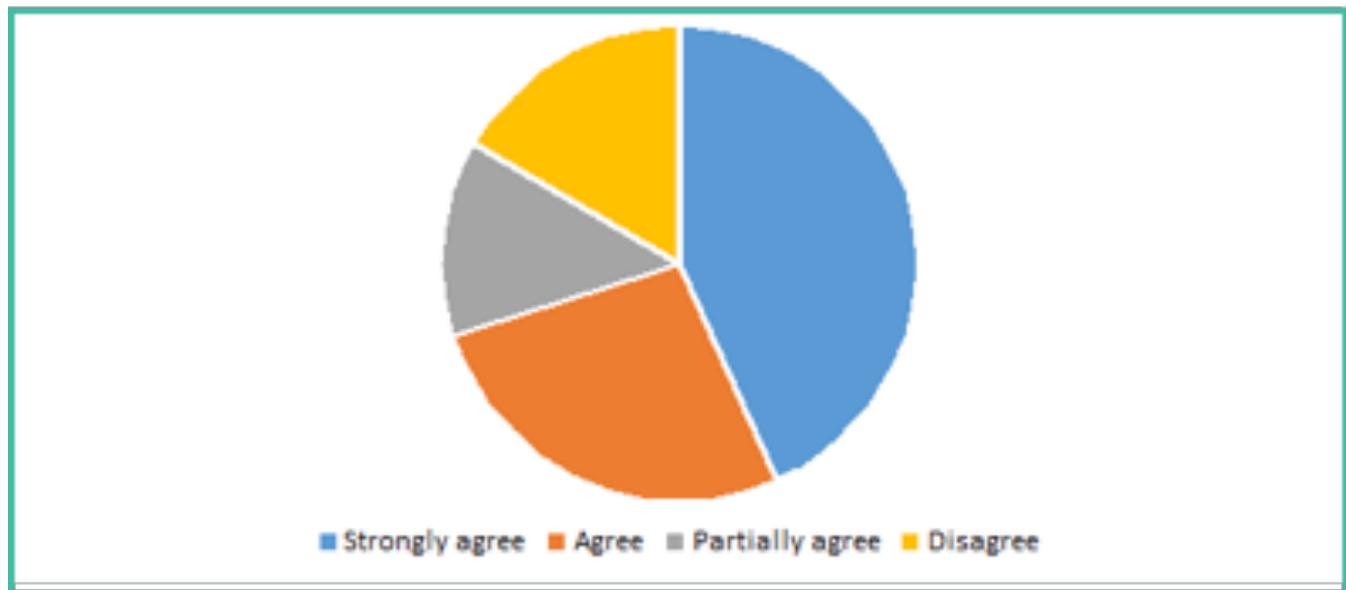


Table 3: Frequency distribution of respondents based on price

| Variable | Price | No price | Total |
|-------------|-------|----------|-------|
| Respondents | 125 | 25 | 150 |
| Percentage | 83.3 | 16.7 | 100 |

It was found out that a higher number of customers consider price much before buying on an online platform. They compare the price for a commodity in different businesses and weigh the quality. 83.3% of the respondents consider the price, while the remaining 16.7% do not.

Figure 3: Graphical representation of respondents based on price



A higher number of customers trust online platforms while purchasing their products: 53.3% of the respondents were found to trust the online sales platform, while 46.7% were not.

Correlation

To obtain the correlation between the variables, the researcher coded responses numerically. That provided quantitative data for SPSS analysis. For the new online platform variable 1 = strongly agree, 2 = agree, 3 = partially agree, and 4 = disagree. Likewise, for the yes or no response variable, 1 = yes and 2 = no. For the gender variable, 1 = male and 2 = female. The results of the correlation analysis are shown below.

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a global village with a more accurate, more reliable, and complete view of stories th
can help to thrive the effectiveness of citizenship around the world.

| | Sex | Trust | New online Platform | Price |
|---|---------------|---------------|---------------------|---------------|
| Sex Pearson correlation | 1 | -1.000** | -.811** | 1.418**...000 |
| Sig. (2tailed) | 150 | .000 | .000 | 150 |
| N | | 150 | 150 | |
| Trust Pearson correlation | -1.000** | 1 | -.811** | 1.418**...000 |
| Sig. (2tailed) | .000 | 150 | .000 | 150 |
| N | 150 | | 150 | |
| New online Platform Pearson correlation | -.811** | -.811** | 1 | .792** |
| Sig. (2tailed) | .000 | .000 | 150 | .000 |
| N | 150 | 150 | | 150 |
| Price Pearson correlation | 1.418**...000 | 1.418**...000 | .792** | 1 |
| Sig. (2tailed) | .000 | .000 | .000 | 150 |
| N | 150 | 150 | 150 | |

****Correlation is significant at the 0.01 (2-tailed)**

The table above indicates a significant correlation between the variables, Pearson correlation is close to more than 0.5 for the two-tailed test. The cl
Pearson’s r value is to 1, the more correlated the variables are. The negati
indicates a negative correlation.

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