

Assignment

SAMPLE



ACADEMIC
GHOSTWRITER

Data Collection and Analysis

Student's Name

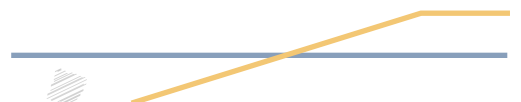
Code + Course Name

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 during in-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.

Table 1: Frequency distribution of respondents based on their monthly income				
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

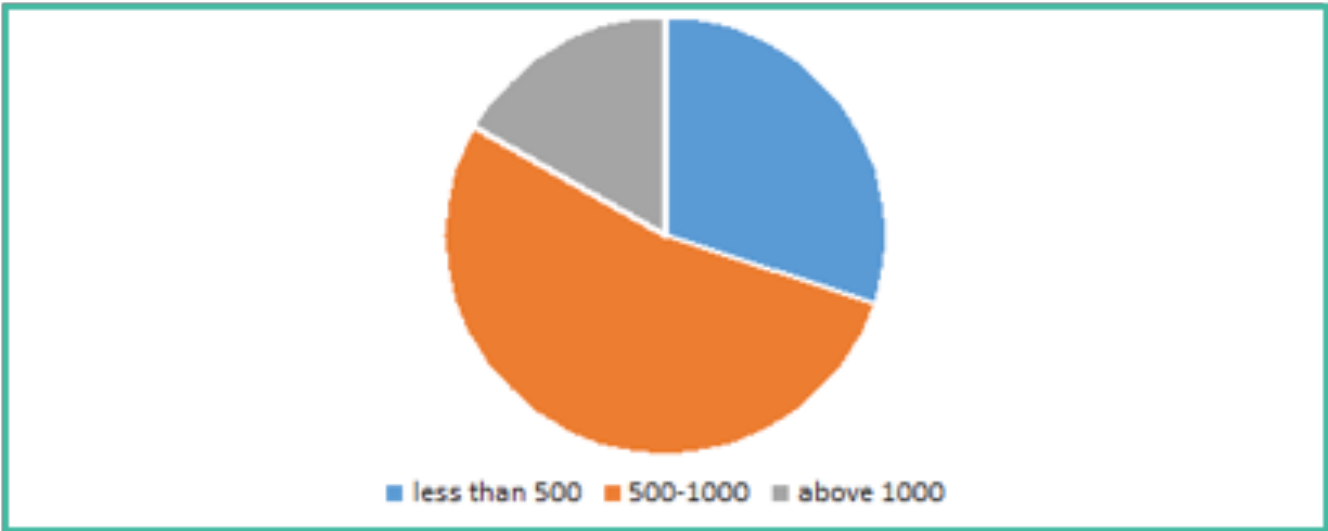


Table 2: Frequency distribution of respondents based on "new online platform"				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	65	43	43.3	43.3
Agree	40	26.5	26.7	70.0
Partially agree	20	13.2	13.3	83.3
Disagree	25	16.6	16.7	100
Total	150	99.3	100.0	
Missing System	1	.7		
Total	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.

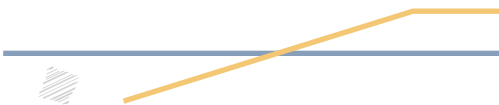


Figure 2: Graphical representation of respondents based on the “new online platform.”

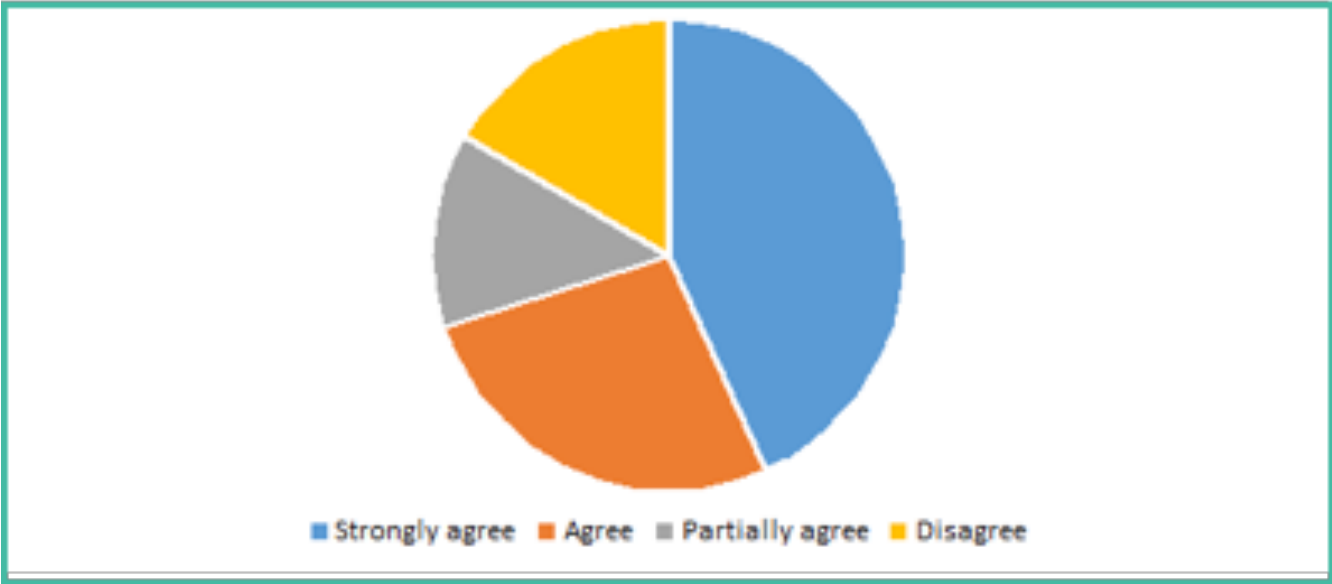


Table 3: Frequency distribution of respondents based on price			
Variable	Price	No price	Total
Respondents	125	25	150
Percentage	83.3	16.7	100

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.

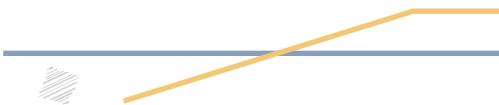


Figure 3: Graphical representation of respondents based on price



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 specific 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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	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	150
N	150	150	150	

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

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

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