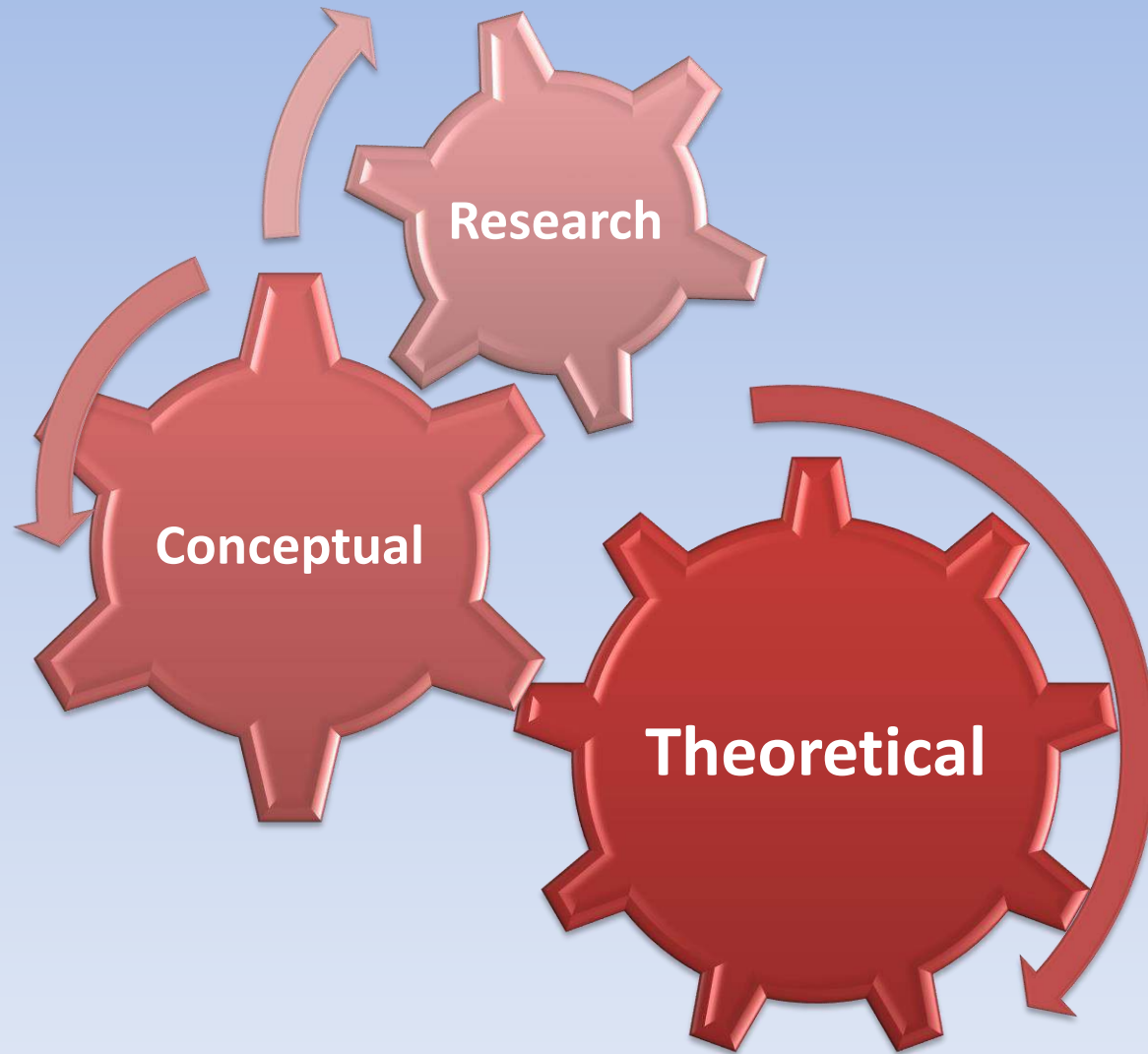




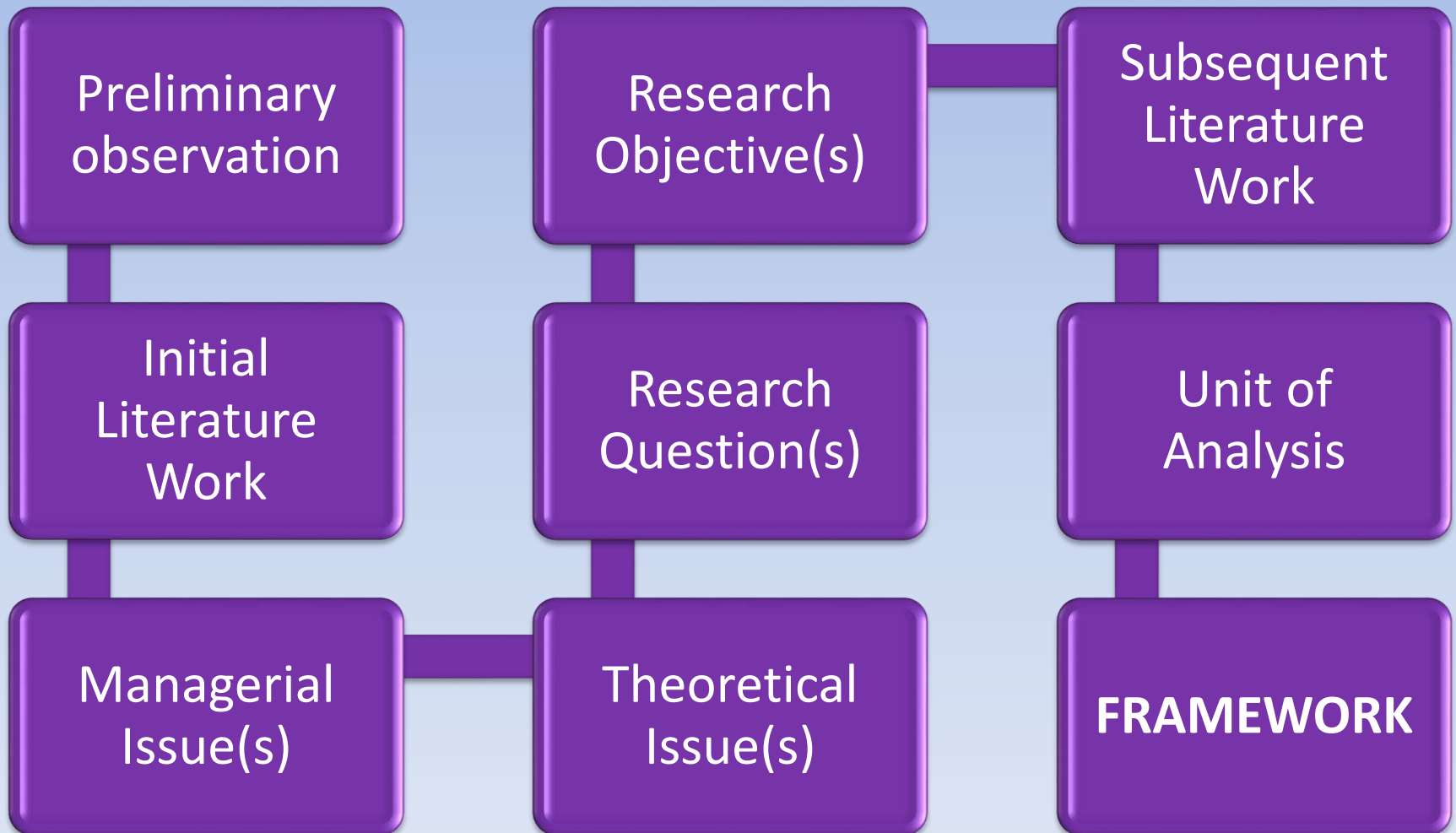
Quantitative Techniques: Selecting An Appropriate Data Analysis Technique

CHANDRAKANTAN SUBRAMANIAM

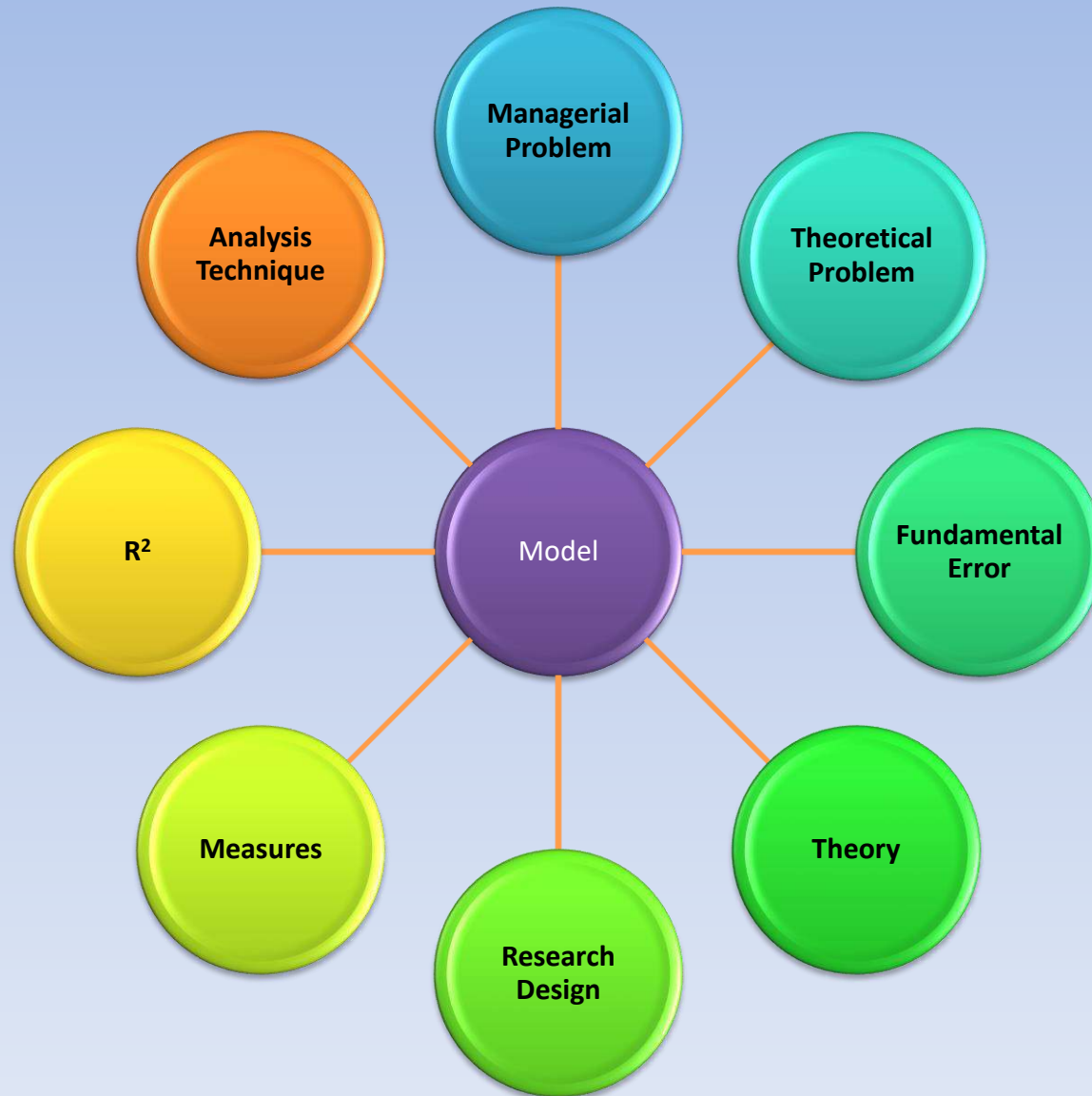
FRAMEWORK



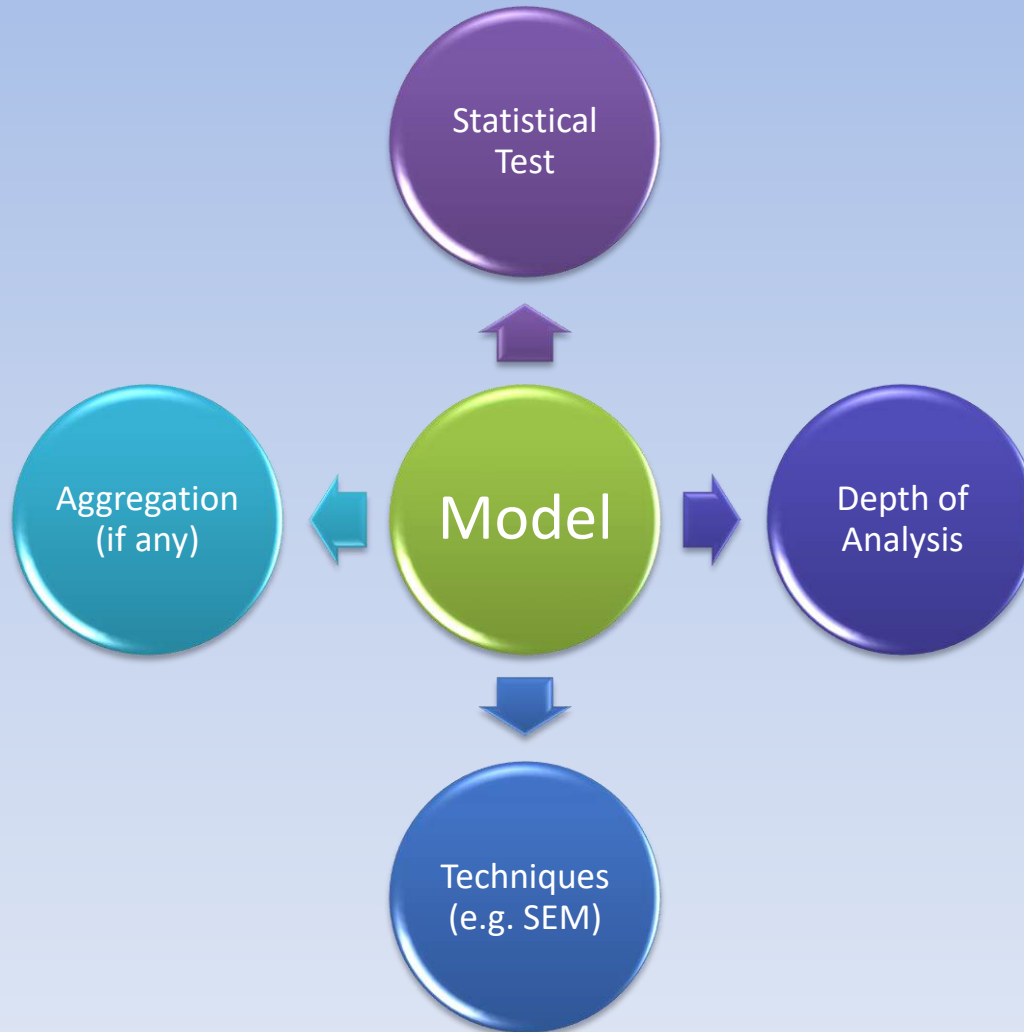
HOW WAS IT DEVELOPED



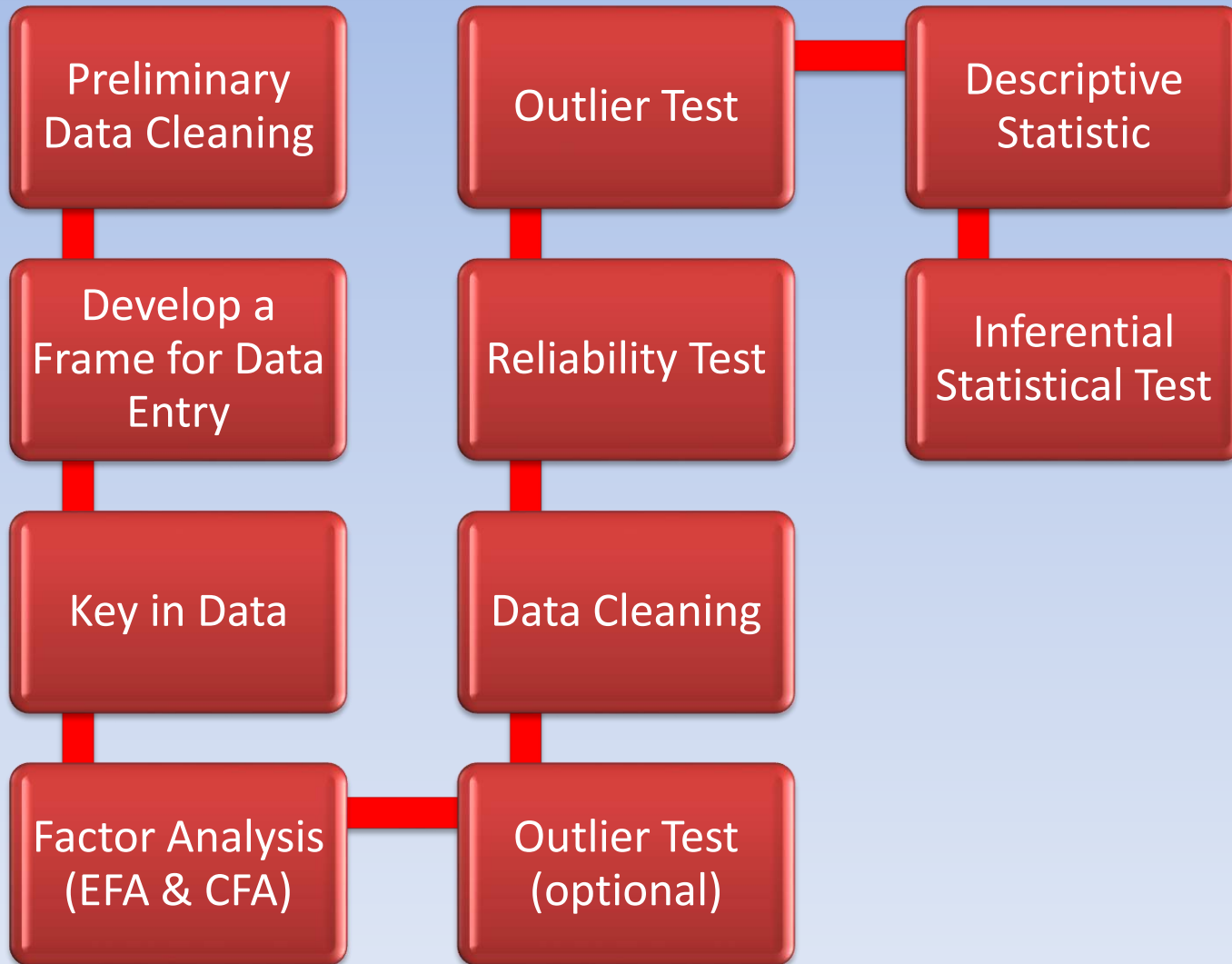
WHY IS THIS PROCESS IMPORTANT



MODEL & ANALYSIS



STEPS IN ANALYSIS



PARAMETRIC & NON PARAMETRIC

DEPENDS

SCALE

SAMPLING

ASSUMPTION
NOT MET

PARAMETRIC TEST

ASSUMPTION

NORMALITY

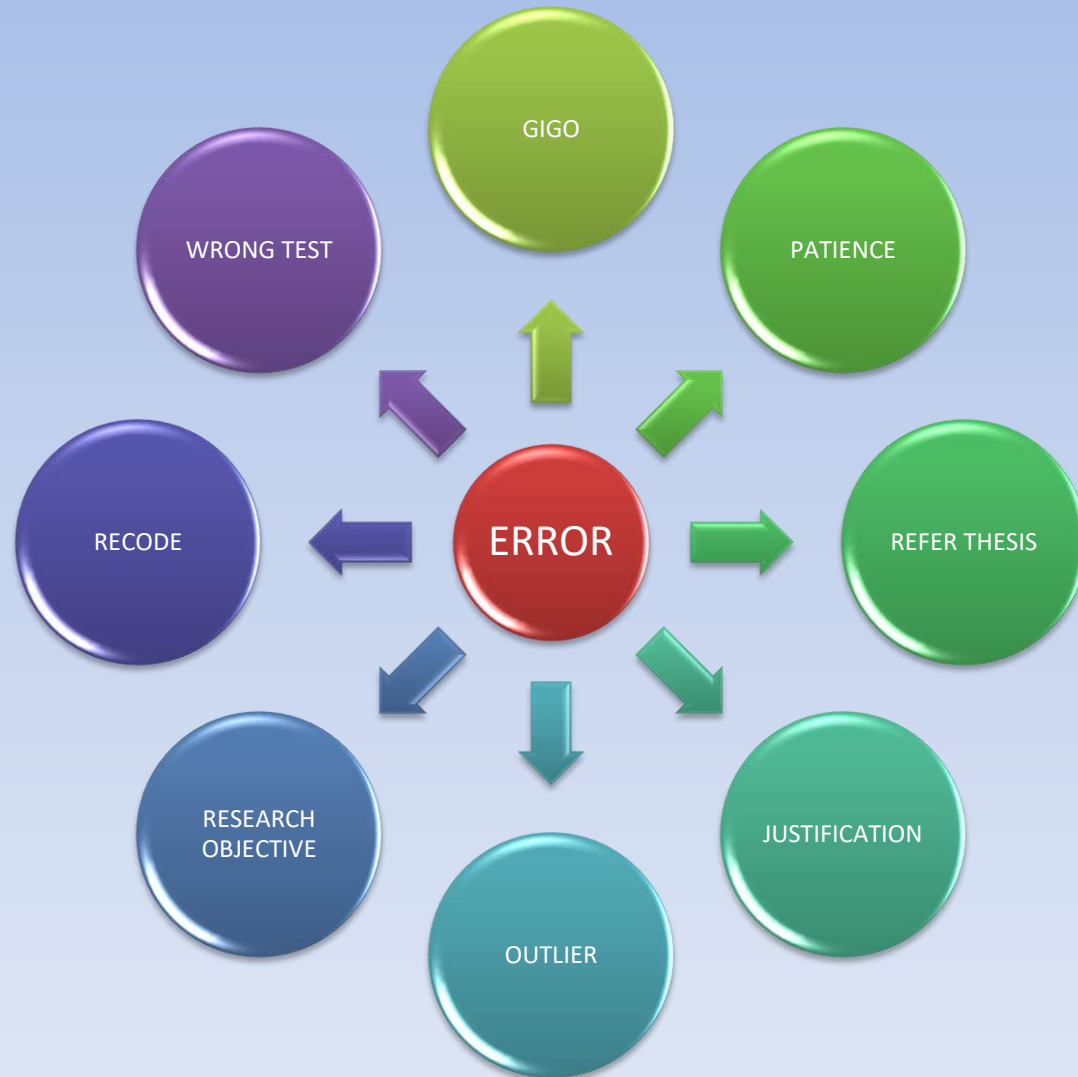
LINEARITY

INDEPENDENCE OF
ERROR

HOMODESCASITY

MULTICOLINEARITY

COMMON ERRORS IN ANALYZING



ISSUES IN DATA ANALYSIS



walking in
WISDOM
Making Wise Decisions

This Way ←

That Way →

