



# Analysing & Evaluating The Data

- Once the required data has been gathered it need to be analysed and evaluated
  - **Analysis** of the data should consist of identifying:
    - What the data shows
    - General trends that can be identified
    - Explanations for the identified trends
    - Using the trends to forecast what might happen
  - **Evaluation** of the data should consider:
    - The reliability of the data
    - Whether historical data is useful for future forecasts
    - Whether cross-sectional data is comparing like with like

