

# Statistics In Market Research

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Statistical data can be classified in several ways. Here we provide an overview of the major types of data in statistics. This article is intended to provide a 30,000 foot overview, while a deeper dive on some of these categories can be found on other pages. An Overview of the Categories of Data. If you don't have numbers, you've got qualitative data (non-numerical, or also called categorical data). See the sidebar for some examples. Since "quantitative" and "qualitative" are almost identical in spelling, it's easy to mix them up. The way I remember is that qualitative has an "el" in it and I always think of "el" for letters. Hope that helps you too. By the way, I've written an entire post on quantitative vs. qualitative research, which of course covers the ways to obtain such data. Content marketing statistics help you learn about today's projects and platforms other content marketers are using to solve their audience's pain points and generate leads. This will allow you to determine which techniques will work best for your business and target audience. Blogging. Research on 89 companies found that marketers posted 1,347 Instagram Stories compared to 614 Snapchat Stories in July 2018. (Our Social Times, 2018). Instagram Stories posted a 220% increase in year-on-year ad spend.

Market Research and Statistics. Market Research. Statistical data is an important tool for the planners and policy makers not only for planning/ policy formulation but also to monitor the progress of the schemes and evaluate their impact. The Ministry of Tourism brings out an Annual Publication called "India Tourism Statistics " every year giving details of international and domestic tourism, including details about the classified hotels etc. In addition a small brochure called "Tourism Statistics at a Glance" is also brought out, giving updated and latest key statistical data .The M Without statistics, market research would be impossible because statistics provide the data and information necessary to carry out proper market research. Statistics and market research then, go hand in hand as one is not possible without the other. For a free consultation on market research, [click here](#). Before explaining how statistics play an important role in market research, it is important to understand just how vital market research is to a business. Market research (conducted using proper statistics) allows business to make the right business decisions that will maximize profit. This is Statistical data can be classified in several ways. Here we provide an overview of the major types of data in statistics . This article is intended to provide a 30,000 foot overview, while a deeper dive on some of these categories can be found on other pages. An Overview of the Categories of Data. If you don't have numbers, you've got qualitative data (non-numerical, or also called categorical data). See the sidebar for some examples. Since "quantitative" and "qualitative" are almost identical in spelling, it's easy to mix them up. The way I remember is that qualitative has an "el" it in and I always think of "el" for letters. Hope that helps you too. By the way, I've written an entire post on quantitative vs. qualitative research , which of course covers the ways to obtain such data.