# Research Methodology for PhDs





# **Session 10 Topics**

Overview of utilization of specialized software for quantitative analysis





# **Quantitative Analysis Software Tools**

Quantitative Data Analysis are specialized tools enable researchers to efficiently manage, code, and analyze large volumes of qualitative data, ensuring rigor, consistency, and scalability in the research process.

They empower researchers to uncover hidden patterns, facilitate collaboration, and ultimately enhance the quality and depth of qualitative research across various domains.





# **Qualitative Analysis Software Tools Key Features**

# Data Import and Management:

• Capability to import data from various sources such as spreadsheets, databases, text files, or online repositories.

# **Descriptive Statistics:**

• Tools for computing basic descriptive statistics such as measures of central tendency (e.g., mean, median, mode) and measures of dispersion (e.g., standard deviation, variance).

#### Data Visualization:

• Functionality to create visual representations of data through charts, graphs, histograms, scatter plots, or heatmaps.

©https://www.questionpro.com/blog/quantitative-data-analysis-software/





# **Quantitative Analysis Software Tools Key Features**

# Statistical Analysis:

 Support for conducting a wide range of statistical tests and analyses to explore relationships, test hypotheses, make predictions, or infer population characteristics from sample data.

### Advanced Analytics:

 Advanced analytical techniques for more complex data exploration and modeling, such as cluster analysis, principal component analysis (PCA), time series analysis, survival analysis, and structural equation modeling (SEM).

#### Automation:

 Features for automating analysis workflows, scripting repetitive tasks, and ensuring the reproducibility of results.

#### Collaboration:

 Tools for generating customizable reports, summaries, or presentations to communicate analysis results effectively to stakeholders.

©https://www.questionpro.com/blog/quantitative-data-analysis-software/



# **Qualitative Analysis Software Tools Key Features**

#### **Cost Reduction**

- Analyzing quantitative data helps identify areas where costs can be reduced or optimized.
- For instance, if certain marketing campaigns yield lower-than-average results, reallocating resources to more effective channels can lead to cost savings and improved ROI.

# Personalizing User Experience

- Quantitative analysis allows for the mapping of customer journeys and the identification of preferences and behaviors.
- By understanding these patterns, businesses can tailor their offerings, content, and communication to specific user segments, leading to enhanced user satisfaction and engagement.

# Improving User Satisfaction and Delight

- Quantitative data analysis highlights areas of success and areas for improvement in products or services.
- For instance, if a webpage shows high engagement but low conversion rates, further investigation can uncover user pain points or friction in the conversion process.
- Addressing these issues can lead to improved user satisfaction and increased conversion rates.



 ${\tt Chttps://www.questionpro.com/blog/quantitative-data-analysis-software/}$ 

# **Example List of Software Tools**

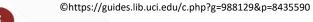


GBSB GLOBAL

#### **Software Comparison**

Software	Interface*	Learning Curve	Data Manipulation	Statistical Analysis	Graphics	Specialties
SPSS	Menus & Syntax	Gradual	Moderate	Moderate Scope Low Versatility	Good	Custom Tables, ANOVA and Multivariate Analysis
Stata	Menus & Syntax	Moderate	Strong	Broad Scope Medium Versatility	Good	Panel Data, Mixed Models, Survey Data Analysis
SAS	Syntax	Steep	Very Strong	Very Broad Scope High Versatility	Very Good	Large Datasets, Reporting, Password Encryption, Components for Specific Fields
R	Syntax	Steep	Very Strong	Very Broad Scope High Versatility	Excellent	Graphic Packages, Machine Learning, Predictive Modeling
Matlab	Syntax	Steep	Very Strong	Limited Scope High Versatility	Excellent	Simulations, Multidimensional Data, Image and Signal Processing
JMP	Menus & Syntax	Gradual	Strong	Moderate Scope Medium Versatility	Great	Design of Experiments, Quality Control, Model Fit

<sup>\*</sup>The primary interface is bolded in the case of multiple interface types available





**Statistical Software Comparison** 

Stata

SAS

SPSS

Overview

• X Data

Software Access

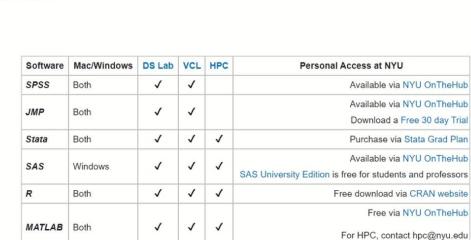




R MATLAB

Summary

# Home SPSS Stata SAS R MATLAB JMP Python Excel SQL



**Merging Data Sets** 

Use?

**Reshaping Data Sets** 

**Choosing a Statistical Test** 

Which Statistical Software to

# **Excel Opportunities**

**Excel Statistical Formulas** 

Excel BI

Excel Analysis Package



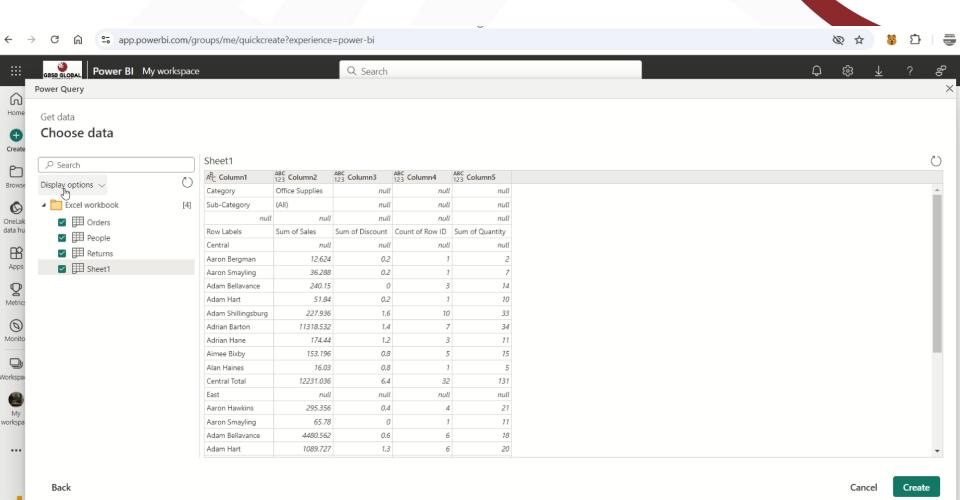


# **Excel Demo. Statistics**



		Page Layout Formulas	Data Review	view Automa	ate Developer	пеір						☐ Comments
		=AVERAGE(C2:C20)										
A	В	C	D	E	F	G	Н	1	J	K	L	М
imension 1			Difference SU		total	% from total						
ia Cash	2018-09-01	41 179,35	550.07	%	174 912,00	23,54%		Average	274 577,65	274 577,65		
ia Cash ia Cash	2018-10-01 2018-11-01	41 735,42 5 595,22	556,07 -36 140,20	1,35 -86,59	207 417,00 209 088,00	20,12% 2,68%	0	Std.Dev Sample size	261034,97 19	261034,97 19		
ia Cash	2018-12-01	24 459.50	18 864.28	337,15	336 279,00	7,27%		Cofd.Int 95%	125814,83	125814,8301		
dia Cash	2019-01-01	33 612,24	9 152,74	37,42	360 472,00	9,32%		Cofd.Int 99%	172376,93	123014,0301		
dia Cash	2019-02-01	40 782,78	7 170,54	21,33	457 773,00	8,91%						
dia Cash	2019-03-01	82 793,69	42 010,91	103,01	578 622,00	14,31%		95% confide	nce interval			
dia Cash	2019-04-01	26 850,18	-55 943,51	-67,57	612 677,00	4,38%		Low	High			
ndia Cash	2019-05-01	211 789,57	184 939,39	688,78	1 059 875,00	19,98%		148 762,82	400 392,48			
ndia Cash	2019-06-01	256 702,15	44 912,58	21,21	1 057 646,00	24,27%						
ndia Cash	2019-07-01	257 618,07	915,92	0,36	1 476 477,00	17,45%		99% confide	ence interval			
ndia Cash	2019-08-01	204 625,33	-52 992,74	-20,57	1 539 650,00	13,29%		Low	High			
dia Cash	2019-09-01	467 004.38	262 379.05	128.22	1 928 931.00	24,21%		102 200,72	446 954,58			
ndia Cash	2019-10-01	354 870,43	-112 133,95	-24,01	1 931 756,00	18,37%						
ndia Cash	2019-11-01	630 729,93	275 859,50	77.74	2 099 503,00	30,04%						
ndia Cash	2019-12-01	556 797,37	-73 932,56	-11,72	2 621 565,00	21,24%						
ndia Cash	2020-01-01	656 135,05	99 337,68	17,84	3 255 008,00	20,16%						
ndia Cash	2020-02-01	844 985,90	188 850,85	28,78	3 916 694,00	21,57%						
dia Cash	2020-03-01	478 708,80	-366 277,10	-43,35	3 815 594,00	12,55%						
aid Oddii	2020 00 01	110100,00	000 217,10	10,00	0 010 00 1,00	12,3370						

#### **Excel Demo. Power BI**



# **Excel Demo. Analysis Package**



~	$\times \checkmark f_x$	731,94			B											
J	K	L	М	N	0	Р	Q	R	S	Т	U	V	W	X	Υ	
City	State	Short State Name	Postal Code A	Address by Col A	Address k	Region	Product ID	Category	Sub-Categor	Product Nam	Sales	Quantity	Discount	Profit		
lenderson	Kentucky	KEN	42420 F	Henderson, Ker 4	2420;He	South	FUR-BO-1000	Furniture	Bookcases	<b>Bush Somers</b>	261,96		2 (	41,9136		
Henderson	Kentucky	KEN	42420 F	Henderson, Ker 4	2420;He	n South	FUR-CH-1000	Furniture	Chairs	Hon Deluxe	731,94		3 (	219,582		
os Angeles	California	CAL	90036 L	os Angeles,Ca 9	0036;Los	West	OFF-LA-10000	Office Suppli	Labels	Self-Adhesive	14,62		2 (	6,8714		
ort Lauderd	l Florida	FLO	33311 F	ort Lauderdal 3	3311;Fo	South	FUR-TA-1000	Furniture	Tables	Bretford CR4	957,5775		5 0,45	-383,031		
ort Lauderd	l Florida	FLO	33311 F	ort Lauderdal 3	3311;Fo	South	OFF-ST-10000	Office Suppli	Storage	Eldon Fold 'N	22,368		2 0,2	2,5164		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	FUR-FU-1000	Furniture	Furnishings	Eldon Expres	48,86		7 (	14,1694		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	OFF-AR-1000	Office Suppli	Art	Newell 322	7,28		4 (	1,9656		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	TEC-PH-1000	Technology	Phones	Mitel 5320 IF	907,152		6 0,2	90,7152		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	OFF-BI-10003	Office Suppli	Binders	DXL Angle-Vi	18,504		3 0,2	5,7825		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	OFF-AP-1000	Office Suppli	Appliances	Belkin F5C20	114,9		5 (	34,47		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	FUR-TA-1000	Furniture	Tables	Chromcraft F	1706,184		9 0,2	85,3092		
os Angeles	California	CAL	90032 L	os Angeles,Ca 9	00032;Los	West	TEC-PH-1000	Technology	Phones	Konftel 250 (	911,424		4 0,2	68,3568		
Concord	North Carolii	NOR	28027	Concord, North 2	8027;Co	n South	OFF-PA-1000	Office Suppli	Paper	Xerox 1967	15,552		3 0,2	5,4432		
eattle	Washington	WAS	98103 S	Seattle, Washir 9	8103;Sea	West	OFF-BI-10003	Office Suppli	Binders	Fellowes PB2	407,976		3 0,2	132,5922		
ort Worth	Texas	TEX	76106 F	ort Worth,Tex 7	6106;For	Central	OFF-AP-1000	Office Suppli	Appliances	Holmes Repl	68,81		5 0,8	-123,858		
ort Worth	Texas	TEX	76106 F	ort Worth,Tex 7	6106;For	t Central	OFF-BI-1000C	Office Suppli	Binders	Storex DuraT	2,544		3 0,8	-3,816		
Madison	Wisconsin	WIS	53711 N	Madison, Wisco 5	3711;Ma	Central	OFF-ST-10004	Office Suppli	Storage	Stur-D-Stor S	665,88		6 (	13,3176		
West Jordan	Utah	UTA	84084 V	West Jordan, U 8	34084;We	West	OFF-ST-10000	Office Suppli	Storage	Fellowes Sup	55,5		2 (	9,99		
an Francisc	California	CAL	94109 S	San Francisco,(9	4109;Sar	West	OFF-AR-1000	Office Suppli	Art	Newell 341	8,56		2 (	2,4824		
an Francisc	California	CAL	94109 S	San Francisco,(9	4109;Sar	West	TEC-PH-1000	Technology	Phones	Cisco SPA 50	213,48		3 0,2	16,011		
an Francisco	California	CAL	94109 S	San Francisco,(9	4109;Sar	West	OFF-BI-10002	Office Suppli	Binders	Wilson Jones	22,72		4 0,2	7,384		
remont	Nebraska	NEB	68025 F	remont, Nebra 6	8025;Fre	Central	OFF-AR-1000	Office Suppli	Art	Newell 318	19,46		7 (	5,0596		
remont	Nebraska	NEB	68025 F	remont, Nebra 6	8025;Fre	r Central	OFF-AP-1000	Office Suppli	Appliances	Acco Six-Out	60,34		7 (	15,6884		
hiladelphia	Pennsylvania	PEN	19140 P	hiladelphia,P <sub>1</sub> 1	9140;Ph	l East	FUR-CH-1000	Furniture	Chairs	Global Delux	71,372		2 0,3	-1,0196		
Orem	Utah	UTA	84057	Orem,Utah,Un 8	4057;Ore	West	FUR-TA-1000	Furniture	Tables	Bretford CR4	1044,63		3 (	240,2649		
os Angeles	California	CAL	90049 L	os Angeles,Ca 9	0049;Los	West	OFF-BI-10001	Office Suppli	Binders	Wilson Jones	11,648		2 0,2	4,2224		
os Angeles		CAL	90049 L	os Angeles,Ca 9	0049;Los	West	TEC-AC-1000	Technology	Accessories	Imation 8GB	90,57		3 (	11,7741		
hiladelphia	Pennsylvania	PEN		hiladelphia,Pc1			FUR-BO-1000	7.7	Bookcases	Riverside Pal	3083,43		7 0,5	-1665,0522		
	Pennsylvania			hiladelphia,Pc1			OFF-BI-1000C	Office Suppli	Rinders	Avery Recycle	9,618		2 0,7			













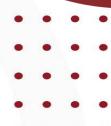
# **Session 9-2 Topics**

- > Example of specialized software for qualitative analysis
  - ➤ GNU PSPP



#### **IBM SPSS**

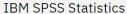
The software name originally stood for Statistical Package for the Social Sciences (SPSS), reflecting the original market, then later changed to Statistical Product and Service Solutions.





# **IBM SPSS Family**





Uncover data insights that can help solve business and research problems.



IBM SPSS Modeler

IBM SPSS Modeler helps you tap into data assets and modern applications, with algorithms and models that are ready for immediate use.



**IBM SPSS Amos** 

Use structural equation modeling (SEM) to test hypotheses and gain new insights from data.



https://www.spss-tutorials.com/spss-what-is-it/



#### **GNU PSPP**

GNU PSPP is a program for statistical analysis of sampled data.

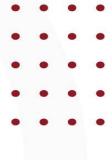
It is a free as in freedom replacement for the proprietary program SPSS, and appears very similar to it with a few exceptions.

- Support for over 1 billion cases.
- Support for over 1 billion variables.
- Syntax and data files which are compatible with those of SPSS.
- · A choice of terminal or graphical user interface.
- A choice of text, postscript, pdf, opendocument or html output formats.
- Inter-operability with Gnumeric, LibreOffice, OpenOffice.Org and other free software.
- Easy data import from spreadsheets, text files and database sources.
- The capability to open, analyse and edit two or more datasets concurrently. They can also be merged, joined or concatenated.
- A user interface supporting all common character sets and which has been translated to multiple languages.
- Fast statistical procedures, even on very large data sets.
- No license fees.
- Freedom ensured; It is licensed under the GPLv3 or later.
- Portability; Runs on many different computers and many different operating systems (GNU or GNU/Linux are the preferred platforms, but we have had many reports that it runs well on other systems too).



# **PSPP Tips to Find the Launch program**

Your installation folder\PSPP\bin\psppire.exe Create a shortcut and put it on your desktop





# PSPP Quick Tour - https://www.gnu.org/software/pspp/tour.html





# **PSPP Demo (Initial)**

File Edit View Data Transform Analyze Graphs Utilities Windows Help Missing Values Decimal Value Labels Columns Align Measure Role 16 18 19 24

Data View Variable View

# **PSPP Demo (Statistical Analysis)**



3 2	₹ B B C 6		•								
		Tables									
Case	Order_ID	Compare Means Univariate Analysis	de	Customer_ID	Customer_Name	Segment	City	State	Postal_Code	Region	Product_ID
187	CA-2016-107104	Bivariate Correlation		MS-17365	Maribeth Schnell	Consumer	Los Angeles	California	90045,00	West	OFF-AP-10000055
188	CA-2016-107104	K-Means Cluster		MS-17365	Maribeth Schnell	Consumer	Los Angeles	California	90045,00	West	FUR-FU-10002937
189	CA-2014-156160	Factor Analysis Reliability		AS-10090	Adam Shillingsbu	Consumer	New York City	New York	10035,00	East	FUR-FU-10001876
190	CA-2014-156160	Regression	,	AS-10090	Adam Shillingsbu	Consumer	New York City	New York	10035,00	East	OFF-BI-10003355
191	CA-2014-156160	Non-Parametric Statistics	•	AS-10090	Adam Shillingsbu	Consumer	New York City	New York	10035,00	East	OFF-AR-10003876
192	CA-2014-156160	ROC Curve		AS-10090	Adam Shillingsbu	Consumer	New York City	New York	10035,00	East	FUR-CH-10004983
193	CA-2014-100860	26-MAR-2014 Second Cla	ass	CS-12505	Cindy Stewart	Consumer	Pomona	California	91767,00	West	OFF-LA-10001982
194	CA-2017-132619	31-AUG-2017 Standard C	lass	MS-17770	Maxwell Schwartz	Consumer	San Francisco	California	94109,00	West	OFF-ST-10001511
195	CA-2017-157448	16-NOV-2017 Standard C	lass	LC-16885	Lena Creighton	Consumer	Los Angeles	California	90049,00	West	FUR-FU-10003268
196	CA-2017-157448	16-NOV-2017 Standard C	lass	LC-16885	Lena Creighton	Consumer	Los Angeles	Californía	90049,00	West	FUR-FU-10001847
197	CA-2016-126270	23-APR-2016 Standard C	lass	AF-10870	Art Ferguson	Consumer	San Clemente	California	92672,00	West	OFF-BI-10002764
198	CA-2016-126270	23-APR-2016 Standard C	lass	AF-10870	Art Ferguson	Consumer	San Clemente	California	92672,00	West	OFF-EN-10004386
199	CA-2017-145275	02-APR-2017 Standard C	lass	AH-10465	Amy Hunt	Consumer	Decatur	Alabama	35601,00	South	OFF-LA-10001569
200	US-2017-140312	13-NOV-2017 Standard C	lass	KL-16645	Ken Lonsdale	Consumer	Dublin	California	94568,00	West	TEC-PH-10003442
201	US-2014-164644	22-JUL-2014 Second Cla	ass	JL-15850	John Lucas	Consumer	Houston	Texas	77095,00	Central	OFF-ST-10003123
282	CA-2016-137393	06-MAY-2016 Standard C	lass	GM-14500	Gene McClure	Consumer	Bakersfield	California	93309,00	West	FUR-FU-10001617
203	CA-2017-122770	13-DEC-2017 Standard C	lass	EP-13915	Emily Phan	Consumer	San Francisco	California	94122,00	West	OFF-LA-10004559
204	CA-2017-122770	13-DEC-2017 Standard C	lass	EP-13915	Emily Phan	Consumer	San Francisco	California	94122,00	West	OFF-PA-10003172
285	CA-2017-122770	13-DEC-2017 Standard C	lass	EP-13915	Emily Phan	Consumer	San Francisco	California	94122,00	West	FUR-FU-10001473
286	CA-2017-122770	13-DEC-2017 Standard C	lass	EP-13915	Emily Phan	Consumer	San Francisco	California	94122,00	West	OFF-PA-10000232
207	CA-2017-116498	30-MAY-2017 Standard C	lass	KA-16525	Kelly Andreada	Consumer	San Diego	California	92037,00	West	OFF-AR-10003405
268	US-2017-135986	20-JUN-2017 Standard C	lass	PG-18895	Paul Gonzalez	Consumer	Richmond	Virginia	23223,00	South	OFF-PA-10001534
209	US-2017-135986	20-JUN-2017 Standard C	lass	PG-18895	Paul Gonzalez	Consumer	Richmond	Virginia	23223,00	South	TEC-PH-10003691

# PSPP Demo (Graphics)



			-								
File Ed	dit View Data Transform A	1	Utilities Windows Help								
		Hist	ogram								
Case	Order_ID	Order_Date	Ship_Mode	Customer_ID	Customer_Name	Segment	City	State	Postal_Code	Region	Product_ID
1	CA-2017-121853	23-SEP-2017	Standard Class	DB-13660	Duane Benoit	Consumer	Los Angeles	California	90036,00	West	FUR-CH-10003973 Ft
2	CA-2014-128237	25-MAR-2014	Standard Class	CA-12265	Christina Anders	Consumer	San Francisco	California	94110,00	West	OFF-AR-10000034 O
3	CA-2014-128237	25-MAR-2014	Standard Class	CA-12265	Christina Anders	Consumer	San Francisco	California	94110,00	West	OFF-AR-10003338
4	CA-2014-128237	25-MAR-2014	Standard Class	CA-12265	Christina Anders	Consumer	San Francisco	California	94110,00	West	OFF-AR-10003829
5	CA-2017-121853	23-SEP-2017	Standard Class	DB-13660	Duane Benoit	Consumer	Los Angeles	California	90036,00	West	OFF-BI-10000977 O
6	CA-2017-121853	23-SEP-2017	Standard Class	DB-13660	Duane Benoit	Consumer	Los Angeles	California	90036,00	West	OFF-PA-10003641 O
7	CA-2014-128237	25-MAR-2014	Standard Class	CA-12265	Christina Anders	Consumer	San Francisco	Californía	94110,00	West	TEC-AC-10002558 Te
8	CA-2015-111948	11-NOV-2015	Same Day	AG-10495	Andrew Gjertsen	Corporat	Detroit	Michigan	48234,00	Central	OFF-AP-10002311
9	CA-2015-111948	11-NOV-2015	Same Day	AG-10495	Andrew Gjertsen	Corporat	Detroit	Michigan	48234,00	Central	OFF-ST-10003282
10	CA-2015-137603	19-SEP-2015	Standard Class	MH-17290	Marc Harrigan	Home Off	Santa Fe	New Mexico	87505,00	West	OFF-AR-10001972
11	US-2017-108343	20-JUL-2017	Standard Class	AR-10825	Anthony Rawles	Corporat	New York City	New York	10009,00	East	FUR-CH-10002780 Fu
12	US-2017-108343	20-JUL-2017	Standard Class	AR-10825	Anthony Rawles	Corporat	New York City	New York	10009,00	East	FUR-FU-10000747 Fu
13	US-2016-102141	26-AUG-2016	Standard Class	KD-16615	Ken Dana	Corporat	New York City	New York	10024,00	East	OFF-BI-10001510 Of
14	US-2017-108343	20-JUL-2017	Standard Class	AR-10825	Anthony Rawles	Corporat	New York City	New York	10009,00	East	OFF-PA-10000743
15	CA-2016-161907	05-APR-2016	Standard Class	JH-16180	Justin Hirsh	Consumer	Philadelphia	Pennsylvania	19140,00	East	OFF-SU-10000646 Of
16	CA-2016-161907	05-APR-2016	Standard Class	JH-16180	Justin Hirsh	Consumer	Philadelphia	Pennsylvania	19140,00	East	TEC-PH-10000141 Te
17	US-2015-163433	18-APR-2015	Second Class	MP-17965	Michael Paige	Corporat	Mcallen	Texas	78501,00	Central	FUR-CH-10000225 Fu
18	US-2016-111563	04-NOV-2016	Standard Class	SM-20005	Sally Matthias	Consumer	Houston	Texas	77041,00	Central	FUR-FU-10000723 Fu
19	US-2016-111563	04-NOV-2016	Standard Class	SM-20005	Sally Matthias	Consumer	Houston	Texas	77041,00	Central	FUR-FU-10002445 Fu
20	CA-2017-148642	06-MAR-2017	Standard Class	DW-13540	Don Weiss	Consumer	Dallas	Texas	75220,00	Central	OFF-AR-10000588
21	US-2015-163433	18-APR-2015	Second Class	MP-17965	Michael Paige	Corporat	Mcallen	Texas	78501,00	Central	OFF-AR-10003481
22	US-2015-163433	18-APR-2015	Second Class	MP-17965	Michael Paige	Corporat	Mcallen	Texas	78501,00	Central	OFF-BI-10000320 O
23	US-2015-163433	18-APR-2015	Second Class	MP-17965	Michael Paige	Corporat	Mcallen	Texas	78501,00	Central	OFF-BI-10003676

Thank You!
Read the Recommended Readings
You're welcome with your discussions and
questions in VLE!
Which tool do You implement?
Share your experience

Please note, that since the recordings are done, some Readings may become unavailable. Inform us immediately in VLE, so we can offer substitutions

