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that vary based on departmental performance or personnel.

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Similarly, quantitative data can be used to confirm or deny qualitative opinions. It may be presumed that your typical customers are males, over 40 years of age, living

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within 5 miles of your business, but when you analyse your sales figures it may demonstrate that your typical customers are actually females aged below 30 years of age living as far as 50 miles away.

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the process of
collecting and
evaluating measurable

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and verifiable data such as revenues, market share, and wages in order to understand the behavior and performance of a business. In the past, business owners and company directors relied heavily on their experience and instinct when making decisions.

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