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Cross Tabulation Analysis

Todayâ s businesses need to find every opportunity within their data that they possibly can in order to drive competitive advantage. Cross-tabulation analysis has been an increasingly popular method to help organizations accurately identify patterns and trends within their data and gain meaningful, business-applicable results. The cross-tabulation analysis provides a comparison of the relationship between variables using quantitative research methods. Itâ s ideal for surveys and market research studies because it helps companies find connections in their research and surveys. By using cross-tabulation to siphon through massive quantities of data, organizations can better pinpoint the information that is most useful to their objectives, goals, and queries.

This analytics technique is vital in promoting the growth, strategies, and development of core business research initiatives.

Cross Tabulation Analysis and its Applications

The cross-tabulation analysis is essential to testing hypotheses and probabilities in statistical analysis. Cross tabulation is designed to display data in a table, making that data much easier to read and interpret.

Independent events that contain specific, independently defined characteristics, are tabulated, or organized, into a contingency table. A model is created based on the laws of probability to determine what the cell values would be if the unique variables were independent. The correlation between the variables can then be measured, compared, or tested against predicted values.

Though this technique suounds like it resides solely within the realm of high-level scientific exploration, itâ s, in fact, a real-world business asset that helps with targeted goals such as market segmentation, or organizational road-mapping.

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