

Exam-3

Section-1

Ques-1 What do you understand by cross tabulation?

Ans

Cross tabulation-

Cross tabulation is a method to quantitatively analyze the relationship b/w multiple variables.

Also known as contingency tables or cross tabs, cross tabulation groups variables to understand the correlation b/w different variables. It also shows how correlations change from one variable grouping to another. It is usually used in statistical analysis to find patterns, trends and probabilities within raw data.

Cross tabulation is one of the most useful analytical tools and a mainstay of the market research industry.