Survey Data Collection and Analysis

A 2-day workshop for corporations, government institutions, and medium-sized enterprises

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Course Objectives

- Understand the survey framework and carry out effective survey planning
- Learn on how to design survey questions that meet the set objectives
- Carry out survey data analysis using practical methods and tools
- Discover best approach to visualizing and presenting survey findings

Who Should Attend

Executives and non-executives from all management fields, both technical and non-technical

Module Outline

Module 1: Survey Framework and Planning
- Understanding the survey framework
- Survey planning and preparation
  - Scope of survey:
    - Objectives
    - Metrics
  - Survey sampling
    - Sampling techniques
    - Sample size

Module 2: Survey Design and Implementation
- Data collection methods
  - Primary data collection
  - Secondary data collection
- Developing your survey questions
  - Types of survey questions
    - Tips on choosing the most suitable type for your survey
  - Translating objectives and metrics into survey questions
- (*Hands-on*) Creating your survey

Module 3: Survey Data Analysis
- Quick analysis
  - Google Forms ready-made graphs
    - Advantages & disadvantages
- Detailed analysis
  - Cross-tabulation analysis using Microsoft Excel
  - Useful advanced statistical features on Microsoft Excel
- (*Hands-on*) Analyzing your survey

Module 4: Survey Data Visualization
- Types of data visualization
- Online data visualization tools
- (*Hands-on*) Visualizing and presenting your survey findings
  - Infographics
  - Dashboard visualization (*advanced data visualization*)

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