1.	Record Nr.	UNISA996490346603316
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	Titolo	Modern Survey Analysis [[electronic resource]] : Using Python for Deeper Insights / / by Walter R. Paczkowski
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2022
	ISBN	9783030762674
		9783030762667
	Edizione	[1st ed. 2022.]
	Descrizione fisica	1 online resource (365 pages)
	Disciplina	382.072
	Soggetti	Statistics
		Information visualization
		Marketing
		Mathematical statistics - Data processing
		Artificial intelligence - Data processing
		Statistics in Business, Management, Economics, Finance, Insurance
		Data and Information Visualization
		Statistics and Computing
		Data Science
		Estudis de mercat
		Processament de dades
		Python (Llenguatge de programació)
		Llibres electrònics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	1. Introduction -- 2. Understanding the structure of survey data -- 3. Shallow analyses of survey data -- 4. Deep analyses of survey data -- 5. Conclusion and wrap-up.
	Sommario/riassunto	This book develops survey data analysis tools in Python, to create and analyze cross-tab tables and data visuals, weight data, perform hypothesis tests, and handle special survey questions such as Check-all-that-Apply. In addition, the basics of Bayesian data analysis and its Python implementation are presented. Since surveys are widely used as

the primary method to collect data, and ultimately information, on attitudes, interests, and opinions of customers and constituents, these tools are vital for private or public sector policy decisions. As a compact volume, this book uses case studies to illustrate methods of analysis essential for those who work with survey data in either sector. It focuses on two overarching objectives: Demonstrate how to extract actionable, insightful, and useful information from survey data; and Introduce Python and Pandas for analyzing survey data.