

<p><i>Market research – presentation of results</i></p>
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Market research development

Cost effectiveness of market research

What happens to the results?

Presentation of data

Appropriateness of methods of presentation

Analysing research results

Averages

Frequency data

Grouped frequency data

Measures of dispersion or spread of data

The range

The inter-quartile range

Summary of the worksheet in your own words (in English and Chinese):

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Vocabulary check:

English	Chinese