

## CFAM1.3.1

### Evaluate and interpret findings and identify connections in complex data



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#### Overview

This unit is about evaluating data and information, being creative in its analysis, and identifying patterns in both diverse and complex data. It includes drawing conclusions and making reasoned recommendations, presenting these in ways that promote understanding and are convincing.

This unit is recommended for anyone who has the responsibility for analysing and evaluating complex information, and for preparing justified and persuasive recommendations for action as a result of the analysis. Such individuals may therefore be marketers employed within 'client-side' organisations, within research houses with responsibility for evaluating complex research data, or within other agencies/consultancies offering analytical services to clients.

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#### Performance criteria

- You must be able to:*
- P1 employ analytical techniques to breakdown complex problems into component parts
  - P2 analyse `what if' situations and prepare contingency plans
  - P3 take into consideration new and non-conventional ideas
  - P4 ensure the validity of the information provided
  - P5 identify themes, trends and inter-relationships in complex and apparently diverse data
  - P6 identify and prioritise critical issues
  - P7 identify and assess significant details, whilst also appreciating and understanding the bigger picture
  - P8 draw justified conclusions from diverse findings
  - P9 make reasoned recommendations supported by identified conclusions, which include a clear course of action
  - P10 identify new ways of explaining complex situations

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the importance of ensuring that conclusions are supported by findings, and of setting out any assumptions that may be made
- K2 the importance of making clear recommendations, that are supported by the conclusions, and which set out consequent actions
- K3 the importance of ensuring the quality of the data being analysed, methods for achieving this, and the impact upon findings of the quality of data
- K4 methods for analysing both qualitative and quantitative data
- K5 the importance of presenting information in a manner that is understandable for the intended audience
- K6 what is meant by statistical significance and the impact of this upon establishing confidence in the analysis

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K7 the purpose and aims of the analysis being undertaken
- K8 the circumstances of, and implications for, the business environment relating to the data being analysed

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### Additional Information

#### Behaviours

1. You show a good understanding of the range of elements in a situation and how they relate to each other, which extends beyond the obvious
2. You present information clearly, concisely, accurately and in ways that promote

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