

## Data Application: Analysis - Introduction

In this module, we move beyond stewarding data to discuss some important aspects of statistical analysis.

We review key statistical concepts such as sampling, randomness and variability, then discuss how you can plan what types of analysis are needed to answer different kinds of research question.

We show results from common analyses, talk through how to interpret them and how to use them to make substantiated statements about your populations of interest. We explain the importance of including measures of precision with any estimates you present and why p-values are not always the most important numbers in deciding the 'real-world' importance of your results.

Finally, we discuss the concept of statistical models and what sort of questions they can help to answer.