



## **CASE STUDIES OF DATA PROCESSING**

### **Case study no. 1**

#### **Objectives :**

- Monitoring the Credit card use frequency of respondents
- Identifying usage levels and places of expenditure
- Monitoring the expenses on the credit cards
- Classifying items of expenditure

#### **Solution :**

- Data merging on the same respondents for a continuous period of time.
- Quantum was used for data cleansing & reporting errors were detected
- Analysis that showed share of category and of various credit card brands
- SPSS / Quantum was used for analysis

### **Case study no.2**

#### **Objectives :**

- Data entry of questionnaires with less than 0.1% error
- Questionnaires were open ended and required coding application and transcription
- Audio tapes were to used for understanding and entering transcript information
- Output delivery in excel sheets

#### **Solution :**

- Created data entry program and coding for open ended questionnaires
- Double data entry was done along with validation of data files
- Double checks were done due to strict quality norms
- After transcriptions were completed, they were re-checked for wave file errors and after resolution of concerns, final output was delivered.