

Interpreting data involves filtering and recognising the important points in the data to give:

- Explanations
- Analysis
- Solutions/Recommendations

Skills required to interpret data

Interpreting retail business data requires a good understanding of the subject content; it is important to recognise what the data actually shows.

Data can be presented in many ways, such as text and words, numerical data and a combination of text and numbers in tables and graphs. It is important that data presented in these different forms is understood and that the important points are recognised. Consideration should be also given to the suitability and validation of the data. For example, is it up to date and relevant to the issue?

When the important points within the data have been identified, the next stage is interpreting the data. Interpreting data can be challenging as an explanation and often, an evaluation of the data is required.

Interpreting data involves:

Being able to identify the points in the data



Explaining or analysing the reasons and the impacts for retail businesses



Offering solutions or recommendations