



# SAARF offers 'Secondary Data Skills, from Analysis to Insights'

SAARF and Eighty20 present a half-day workshop, 'Secondary Data Skills, from Analysis to Insights' on Thursday, 14 January 2016 from 12pm to 5pm at SAARF's offices, 54 Queens Road, Bryanston.



Image via [123RF](#)

This course provides an interactive, hands-on approach to make the most of data, with a particular focus on SAARF's AMPS database. It will show Eighty20's way to query, analyse and draw insights from data, as well as how to present the data to maximise visual impact.

The course will cover the sometimes basic, but perhaps not perfected skills of interpreting data, Cross tabs, Filtering, Indexing, the impact of sample sizes, the importance of the questionnaire, calculating market shares and many other skills

It will also cover deeper issues such as drawing insights, data and question types, trending, forecasting and factors to take into account, non-sampling errors and the realities of data collection in South Africa and sense checks for better insights. It will also cover some examples of the media landscape and presenting data charts and graphs to maximise visual impact

This is not a course on analysing huge datasets and, if you know the formula to calculate the margin of error for a sample proportion, this course might be below your skill set, but will still probably be interesting. Participants are encouraged to bring a laptop or iPad. The organisers will provide wifi and access to the Eighty20 Portal and the latest AMPS database for the duration of the course.

The cost is R3,000 (VAT inclusive) per person. For more information, call SAARF on +27 (0) 11 463 5340, email [saarf@saarf.co.za](mailto:saarf@saarf.co.za) or contact Andrew Fulton on +27 (0) 21 460 0440, +27 (0) 83 603 2065 or email [andrew@eighty20.co.za](mailto:andrew@eighty20.co.za).

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