**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 9**

**Types of researched data**

*In small groups/pairs:*

Based on the functional areas of the business, suggest business information and/or research which would cover:

1. Purpose of research – routine, non-routine; continuous, specific; commissioned; operational; strategic.
2. Types of data – qualitative and quantitative; statistics - primary and secondary; historic; continuous, frequent, periodic, commissioned; intelligence and opinion.