Interpretation of data

Having analysed your data, you now need to say what it means.

You can do this for:

* The graphs and tables you have analysed
* The findings from interviews
* Key information form secondary data which you put into your log.

It might be an idea to ask yourself some of the questions that you considered when you analysed your data. Namely:

* Are there any particularly interesting results you can quote?
* Do the results show that there are aspects of the customer experience at the organisation which are outstanding?
* Do the results show that there are aspects of the customer experience at the organisation that need improving?
* Do the graphs show that some groups of customers have a better experience than others?
* Do most customers have a good experience at your chosen organisation?
* Which aspects of the organisation do customers enjoy most?

# Analysis and interpretation

It is quite understandable that there may be an overlap between analysis and interpretation. Don’t worry too much about this. Concentrate on what the data says and what it means about the quality of the customer experience at your chosen organisation.

The words and phrases in the box below might help you in writing up your information.

comment

view

throw light on

understand

depict

describe

picture

illuminate

portray

illustrate

shed light on

adapt

clarify

explain

account for

make clear