

Modern Survey Analysis

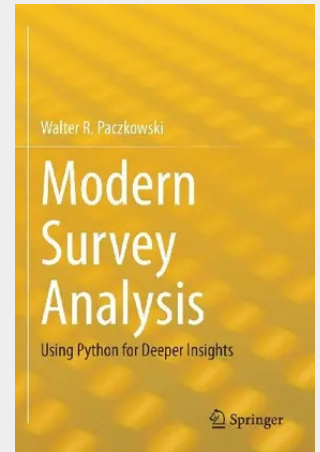
Using Python for Deeper Insights

This book develops survey data analysis tools in Python, to create and analyze cross-tab tables and data visuals, weight data, perform hypothesis tests, and handle special survey questions such as Check-all-that-Apply. In addition, the basics of Bayesian data analysis and its Python implementation are presented. Since surveys are widely used as the primary method to collect data, and ultimately information, on attitudes, interests, and opinions of customers and constituents, these tools are vital for private or public sector policy decisions.

As a compact volume, this book uses case studies to illustrate methods of analysis essential for those who work with survey data in either sector. It focuses on two overarching objectives:

1. Demonstrate how to extract actionable, insightful, and useful information from survey data; and
2. Introduce Python and Pandas for analyzing survey data.

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