

RESEARCH AND ANALYSING DATA

Title: Online Shopping and the High Street

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Introduction

This report is based over the strategy to collect the relevant information and the process of transforming that information into knowledge. The aim of this report is to provide focus over a particular sector of business that is the Online Shopping. The business analysts of the digital companies should aware about the process of information gathering and utilization processes that information for handling their workplace procedures. The entire report will helpful to learn the basic differences between the primary and secondary source of information and how the secondary sources of information is helpful for conducting any research oriented argument will be portray here in appropriate manner. The emphasize part of this assessment is to evaluate and identify the sources of information for solving the workplace problem; simultaneously to know about the level of competency with workplace data handling. At the end of the assignment, it will illustrate about the effective use of information and technological skills that are important to gather information.

Evaluation and identification of source of information for solving workplace problems (LO1):

Sources of information are the areas of any kind of research from where the information can be gathered. Information can be collect by a researcher's through various kinds of sources. These sources are considered as the primary and secondary sources of information. In order to solve any kinds of problem, accurate information is required, without proper information, the process of problem solving may be difficult or can be remains as unsolved. Therefore, it is an important step for any researcher of professional to accumulate the right information from a valid source of information.

As per the opinion of Professor Russell Ackoff's the contents of human mind for gathered proper knowledge has been classified among five stages data, information, knowledge, understanding and the wisdom. All these classification are linked to each other in a chain system. In detail, it can be stated that the first step is the data. Which is symbol of the information, meaning that until the data not been used that is just only remains as a symbol, it will converted into the information when the data has been used by any person for their information gathering process. The process of information gathering is depends on the level of accessibility by any

individual. Then the next step is the information, after researching into any particular data, researchers are aiming to process those data in useful ways. The information can be gathered by any researcher after decoding all the relevant data. After the information the steps is the knowledge where any person will be able to gather proper information and capable to build their own personal knowledge, here the importance of knowledge needs to be mentioned. As per the dependency theory of communication in order to do development of any society in larger perspective, knowledge and information are very much important, otherwise, lack of information and knowledge will keep them in such kind of situation that reduces their potential skills (Afolayan *et al.* 2016). The main aim is to do the personal awareness through gathering proper knowledge for bringing the development and that personal development will bring the opportunity to make development in professional field as well. After the knowledge building process, the next process is the understanding. In simple ways it can be elaborated that knowledge is not sufficient to solve the problems occurred in the workplace, but by applying this knowledge into the practical problems refer as the understanding of those accumulated knowledge. Then the individuals can consider it as the proper understanding. The final goals of any information gathering is to earn the wisdom, where Ackoff's portrays his perception that it is not so much easy process for achieving the wisdom from the collected information. He also indicates that the first four stages are relating with the past but the wisdom only dealt with the future as because this factor incorporated with the vision and design of any work. Therefore, it can be suggested that the sources of information are needed to be relevant and accurate in order to effectively manage the workplace related problems.

Appropriate competence level with workplace data handling process (LO2)

Any company sets their business objectives underpinning with some rules and regulations. It is an obvious action for the management of an organization to handle the workplace data in appropriate manner; therefore, a proper level of competency is required to manage the data of workplace. Here the competence level needs to be formed in that way by how the digital technology based companies can maintain their all-valuable workplace related data. Specifically this type of organizations are needed to do the planning regarding performance expectations, determine the training and develop the need of the staffs, established recruitment and selection criteria (Achtenhagen and Winther, 2014). Here the chosen organization type is the

digitally advanced sector and in that sector the competency level should be like the capability to store all the valuable information in secure place, staffs of the organization need to be trained in that manner.

Secondary source of information for constructing any argument or to resolve any issues (LO3)

The secondary sources of information are the origin of information from where the researchers can get the supportive information regarding their research-oriented subject. Main uses of the secondary sources of information have been used to develop any argument against any established statement. Here it is an important to mention that the primary sources of information are the factors which only provide knowledge to the researchers but not helpful to resolve any issues. The chosen area of business for this assessment is the online sector. There every organization needs to maintain digital technologies in order to communicate with their internal and external stakeholders. Therefore, the business development managers need to have the skills to gather information from various kinds of secondary sources of information. This practice will enables them to form a contradiction in the available information. Information and data these two matters have to different aspects such as data are raw which introduce information in following manner. In any kinds of information, there persist personal opinion and belief of the respondents, which is not seen in the context of data analysis (Borglin, 2015). If any scholars conduct their research depending on the primary source of information then it is impossible for him or her to get the results based on the accurate information, in this context they must have to cross check their accumulated information with the secondary sources of information.

Effective use of information and technological approaches important for information accumulation process (LO4)

Effective use of information and technological approaches for accumulating the information is a mandatory task any professional and the researchers. In order to carry out any kinds of research work researchers need to access different kinds of statistical data. As per the above-mentioned part in the learning outcome number two data is raw where no perception is persisting of an individual (Fraley and Hudson, 2014). Key mathematical and statistical skills are important for accumulating necessary information. The numerical data always based over the outcome results of any task, the calculation and other graphs are necessary before concluding any statement in

the concluding part of an fact-finding process. Particularly in the process of handling information in the workplace some approaches from IT fields such like bringing the technological innovation in the entire work system, implement cloud storage system for securing the confidential data etc. As because this particular assessment focusing on the online business there IT approaches are required in every step for conduction any rather research in any phase of operation management. If any researcher or professional is aiming to conduct any quantitative research works then it is important to analyze all the mathematical and statically data (Targowski, 2014). By adopting this process, researchers will be able to interpret those data and transform them into operation. It is a prime duty for those companies to recruit such kinds of candidate who already have the skills to interpret the mathematical and statistical skills in order to handling the workplace related information.

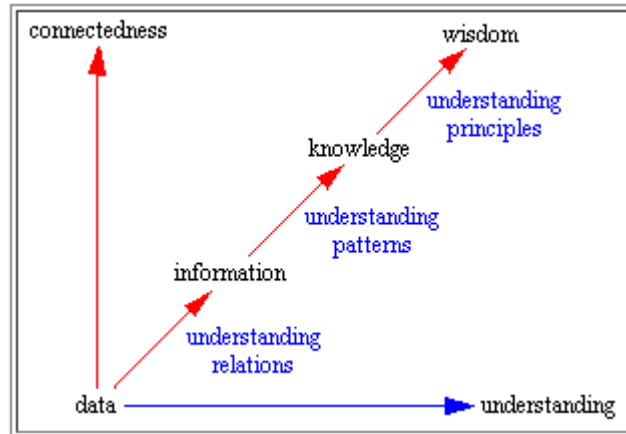
Conclusion

The entire report will highlight over the process to conduct any research. It is important for them to verify their accumulated information with the secondary sources of information. The important part of this essay is to demonstrate the key functions of a professional skills that how they will conduct a good research work by applying the appropriate techniques. In order to accumulate the valid information a researcher should also poses some of the technical skills matched with their subject topic. These practices assist them to gather the accurate information on that particular subject. The entire project has completed with supported materials from authentic sources, and this project will provide the proper skills for researching and analyzing any information for the future researchers. As because this project is completed based over the online shopping store information handling process this report will be a helpful materials for the professionals also.

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Appendix



(Source: Ming *et al.* 2015)