



Software Applications for Richer Performance Analysis

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NVivo

Qualitative Analysis

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What is NVivo?

- NVivo is in a class of software known as computer-aided qualitative data analysis software.
- CAQDA software helps you take qualitative (or unstructured) data and categorize and organize it into a logical pattern for analysis. Typically, they use a categorization system called coding.
- Some packages come with additional features like text analysis tools, advanced querying, or graphic tools.



Automated Coding and Survey Results

- Automated features can make time consuming work move faster. There are three automated options available in Nvivo: thematic, sentiment, and pattern-based analysis.
- These cannot replace a person reading the comments and coding manually, but when used and combined with other features they can help save time.
- In the example, I used thematic analysis to get an idea of the themes in the survey and then spent my time coding what I needed by hand.





Power Query

Expanded Data Manipulation in Excel

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What is Power Query?

- Power Query is one of the components of Power BI package in Excel designed to transform data into a format that is ready for analysis.
- Excel 2016 and up has it built in, for Excel 2010 and 2013 it's a free add-in.
- Even though it is designed so that you don't need to know how to code, PowerQuery can be programmed to create custom functions (so basically, it can do anything you want with data)



High level functionality:

- Can upload data from basically any data source, including multiple files at once
- Makes cleaning, transforming and aggregating data easy
- Loads final results into Excel worksheet or Excel Data Model(PowerPivot – another component of Power BI)
- Besides, it tracks all data manipulation steps



Key Concepts

- Excel workbook can have multiple PowerQuery queries
- Query loads data from one or more data sources
- Query has one or more steps that change data
- Final result of the query – data output





Questions?

