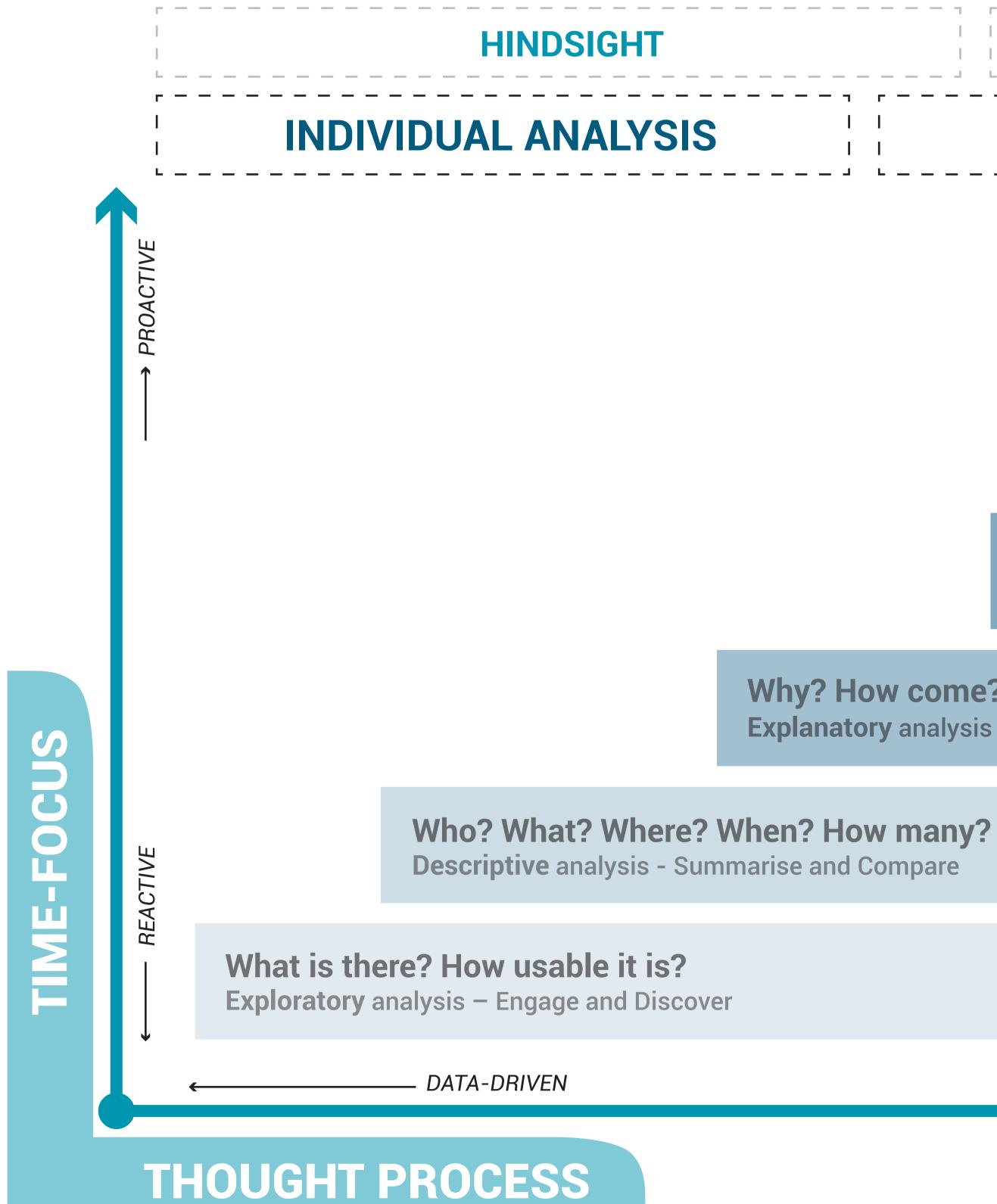
THE ANALYSIS SPECTRUM

(adapted from Pherson, 2010)



INSIGHT FORES **SHARED ANALYSIS**

What could be done? **Prescriptive** analysis – Suggest and Advise

What will happen next? What if, what else, what then? Anticipatory analysis – Predict and Forecast

So What (does it mean)? What else could it mean? **Interpretive** analysis – Imply and Conclude

Why? How come? **Explanatory** analysis –Connect and Relate



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→ CONCEPT-DRIVEN