

What is Data Collection? Data collection is defined as the procedure of collecting, measuring and analyzing accurate information for research using standard validated techniques. The marketing team can conduct various data collection activities such as online surveys or interviews. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. To conduct research about features, price range, target market, competitor analysis etc. A researcher can evaluate their hypothesis on the basis of collected data. Let's consider an example of a mobile manufacturer, company X, which is launching a new product variant. The survey should have all the right questions about features and pricing such as "What are the top 3 features expected from an upcoming product?" or "How much are you likely to spend on this product?" In most cases, data collection is the primary and most important step for research, irrespective of the field of research. The approach of data collection is different for different fields of study, depending on the required information. Data has to be collected from appropriate sources.