

## PROLOGUE

The first part of the book discusses the importance of understanding the context of the data being analyzed. It emphasizes the need for a clear research question and the selection of appropriate statistical methods. The author also highlights the importance of data quality and the potential pitfalls of using flawed data.

| Method         | Advantages | Disadvantages     |
|----------------|------------|-------------------|
| Parametric     | Powerful   | Assumes normality |
| Non-parametric | Robust     | Less powerful     |
| Bayesian       | Flexible   | Complex           |

## KINGSTON

