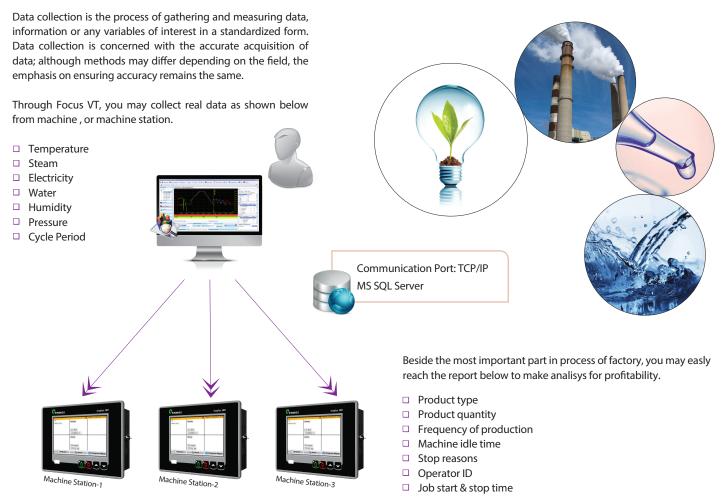
Focus VT (Data Collecting)

Whichever industry you work in, or whatever your interests, you will almost certainly have come across a story about how "data" is changing the face of our world. It might be part of a study helping to cure a disease, boost a company's revenue, make a building more efficient or be responsible for those targeted ads you keep seeing.

In general, data is simply another word for information. Data refers to information that is machine-readable as opposed to human-readable.



The primary goal of any data collection endeavor is to capture quality data or evidence that easily translates to rich data analysis that may lead to credible and conclusive answers to questions that have been posed.





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