THE ANALYSIS SPECTRUM
(adapted from Pherson, 2010)

HINDSIGHT

INDIVIDUAL ANALYSIS

What could be done?
Prescriptive analysis – Suggest and Advise

SHARED ANALYSIS

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

INSIGHT

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

FORESIGHT

Why? How come?
Explanatory analysis – Connect and Relate

Exploratory analysis – Engage and Discover

Descriptive analysis - Summarise and Compare

TIME-FOCUS

THOUGHT PROCESS

DATA-DRIVEN

CONCEPT-DRIVEN

REACTIVE

PROACTIVE