

Sampling survey methodology issues of SBS- survey

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Abstract

This paper aims at providing an insight on what is required to build an efficient and high quality business statistics from sample survey procedures, and on the effective and appropriate use of survey data in analysis. It aims at describing a general overview of what is required to have a good survey estimate. It shows in practice how to estimate characteristics of the population in SBS considering: weighting, non-response adjustments, post stratification, estimating a population totals, the identification and treatment of outliers, and analyses of coefficient of variation. It provides sources of errors and gives recommendations of how to improve them throw sample survey techniques.

Keywords: *Estimation, sample, non-response, outlier, coefficient of variation.*

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