Abstract
We can find more and more the research activity not only inside the academical world, but especially inside the organizations. Facing a turbulent business environment, research is becoming an essential resource in order to allow managers to collect and provide the internal and external information for decision-making. This paper aims to describe some basic notions concerning research methodology and quantitative and qualitative data analysis, developing some examples.

Keywords
Research method, quantitative and qualitative data analysis, information, decision.