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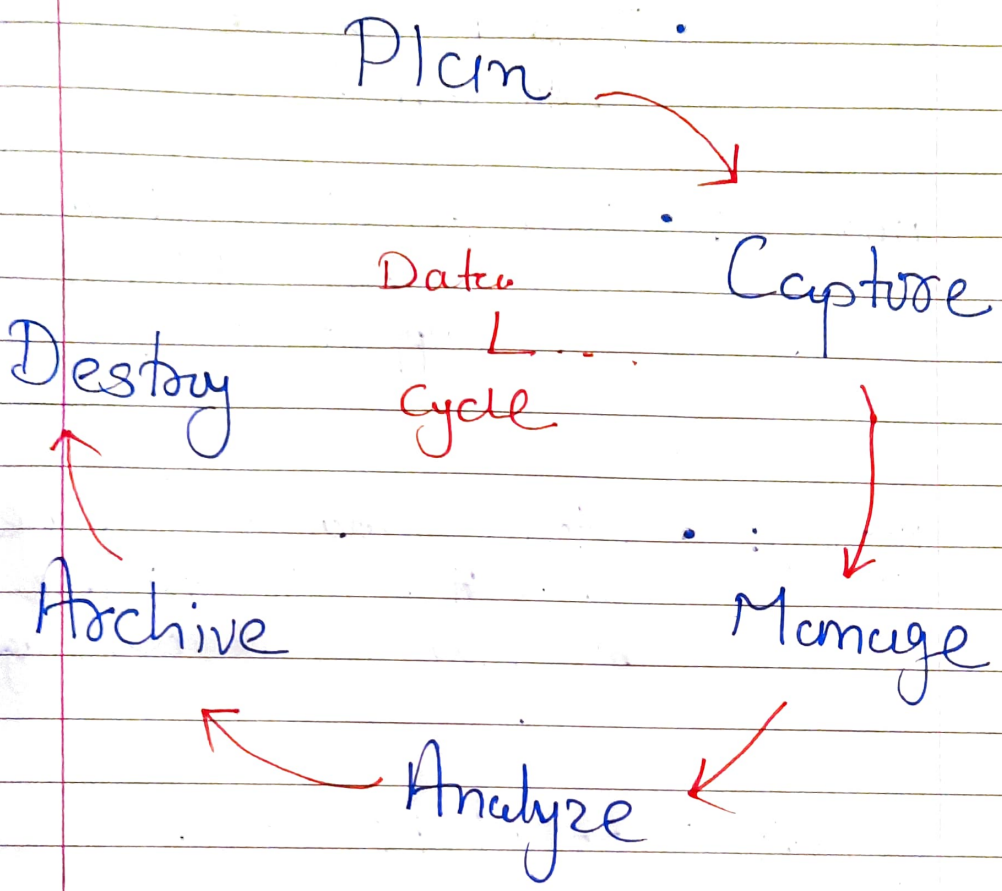

Planning:
- Before starting a project
- What kind of data they need, how is it managed
- Who will be responsible
- Which team members will be responsible for Collecting - Storing - Sharing

Capture:
- Involves variety of sources and brought to the organization

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Manage:
- How to care for the data
- How & where it is stored.
- Tools to keep secure (Data cleansing)

Analyze:
- Used to solve problems
  make decisions
  support goals.

Archive:
- Storing data in a place where it is still available but may not be used again.

Destroy: Zero out HD,
Destroy paper work.

Now we'll talk a little more on APPASA.

Ask: Here we define the problem to be solved & make sure that we fully understand stakeholder expectations. ↓

Hold stake in the project
They have invested time & resources

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Key:

"Defining a problem means you look at the current state & identify how it is different from ideal state?"

Where is the problem

There is some obstacle needs to be fixed.

- Here ask the stakeholders precisely what do they want.
- Developing strong comm. is important.
- Five Whys are important here.

Prepare: Here collect & store data for the upcoming analysis

Process: Find & Eliminate errors & inaccura...
Means: - Cleaning data,
- Transforming in more useful format,
- Removing outliers

Analyze: Using tools to transform & organize that information so that you can draw useful conclusion, make predictions & drive informed decision making.

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Share: How analysts interpret results and share them with others to help stakeholders make effective data-driven decisions.

- Visualization is key here.

Act: Business takes all insights that you have provided and puts them to work in order to solve original problem.

I had asked question on the similar looking phases of DLC & Analysis phase. & Got an answer.

DLC is the subprocess of Analization phases which starts in the Prepare stage.

Data Life Cycle
- Analysis
- Phases

Plan & Capture → Prepare

Manage → Process

Analyze → Analyze

Archive → X

Destroy → X