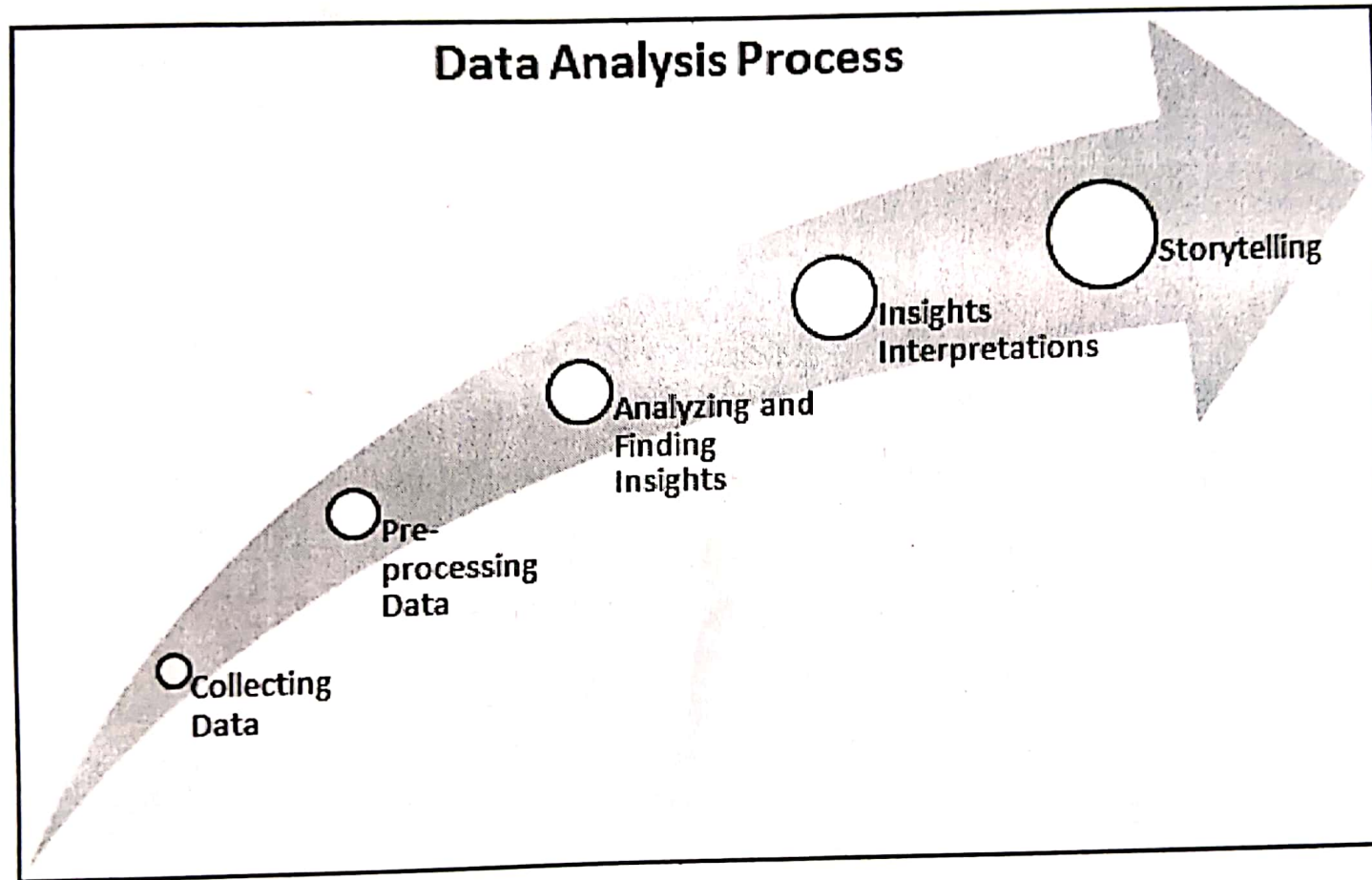


# The standard process of data analysis

Data analysis refers to investigating the data, finding meaningful insights from it, and drawing conclusions. The main goal of this process is to collect, filter, clean, transform, explore, describe, visualize, and communicate the insights from this data to discover decision-making information. Generally, the data analysis process is comprised of the following phases:

1. **Collecting Data:** Collect and gather data from several sources.
2. **Preprocessing Data:** Filter, clean, and transform the data into the required format.
3. **Analyzing and Finding Insights:** Explore, describe, and visualize the data and find insights and conclusions.
4. **Insights Interpretations:** Understand the insights and find the impact each variable has on the system.
5. **Storytelling:** Communicate your results in the form of a story so that a layman can understand them.

We can summarize these steps of the data analysis process via the following process diagram:



In this section, we have covered the standard data analysis process, which emphasizes finding interpretable insights and converting them into a user story. In the next section, we will discuss the KDD process.