### **Learning Objectives**

* Explain the characteristics of effective questions with reference to the SMART framework
* Discuss the common types of problems addressed by a data analyst
* Explain how each step of the problem-solving roadmap contributes to common analysis scenarios
* Explain the data analysis process, making specific reference to the ask, prepare, process, analyze, share, and act phases
* Describe the key ideas associated with structured thinking including the problem domain, scope of work, and context