Andy Kriebel
linktr.ee/andykriebel

DIAGNOSTIC ANALYSIS

Andy Kriebel
linktr.ee/andykriebel

WHAT IS IT?

Diagnostic analysis helps identify why something happened and find anomalies in the data

Andy Kriebel
linktr.ee/andykriebel

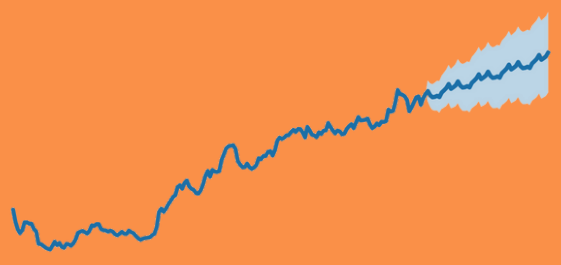
1 CORRELATION ANALYSIS

Understand the relationship between two or more variables. Useful for identifying patterns and trends in your data.

Andy Kriebel
linktr.ee/andykriebel

2 TIME-SERIES ANALYSIS

Helps you understand trends and patterns over time, identify seasonality, and forecast future values



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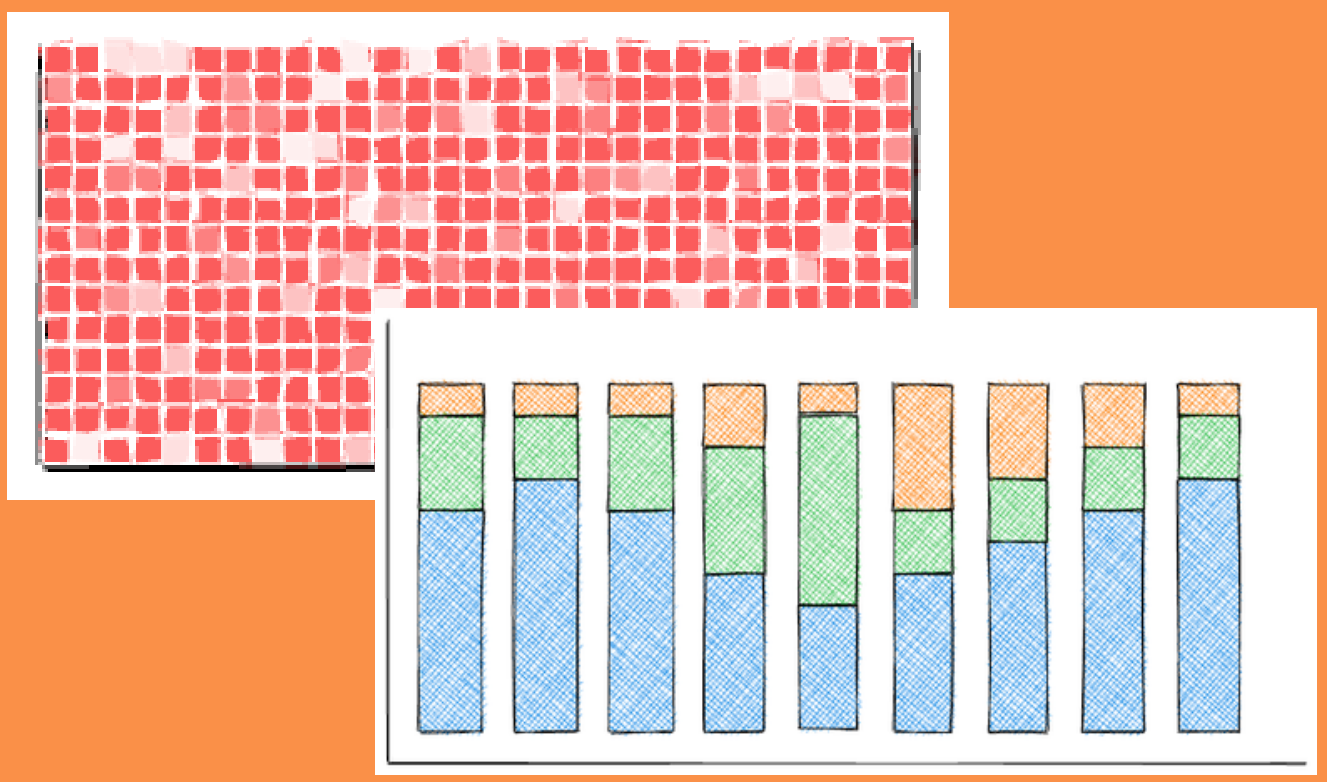
3 CLUSTER ANALYSIS

Group similar data points together based on their characteristics. Identify customer segments, product categories, or other types of groupings.



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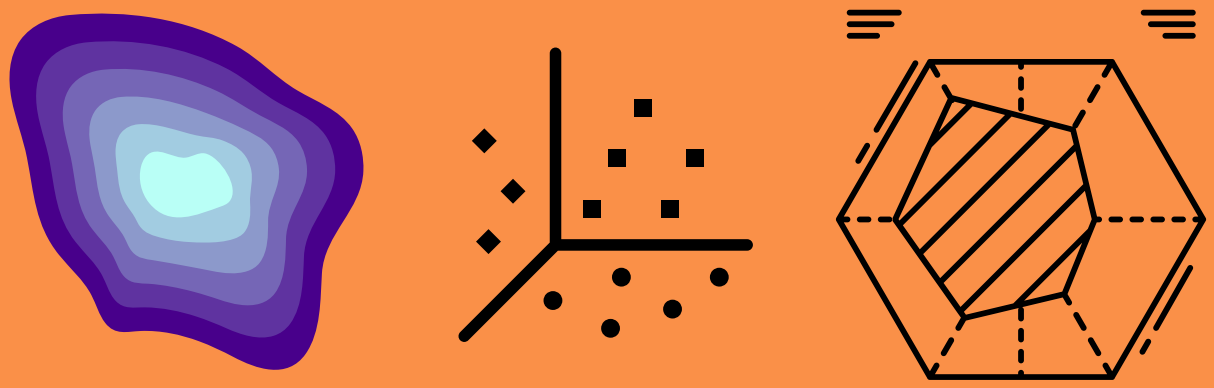
4 FACTOR ANALYSIS

Involves identifying underlying factors that explain the relationships between multiple variables.



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PRINCIPAL COMPONENT ANALYSIS

Reduce the dimensionality of the data by identifying the most important variables or factors. Helps identify key drivers of outcomes or to simplify complex data sets.

Andy Kriebel
linktr.ee/andykriebel

COMPARATIVE ANALYSIS

identify characteristics that show similarity or differentiation between one group from another.

E.g., what distinguishes successful from unsuccessful products?

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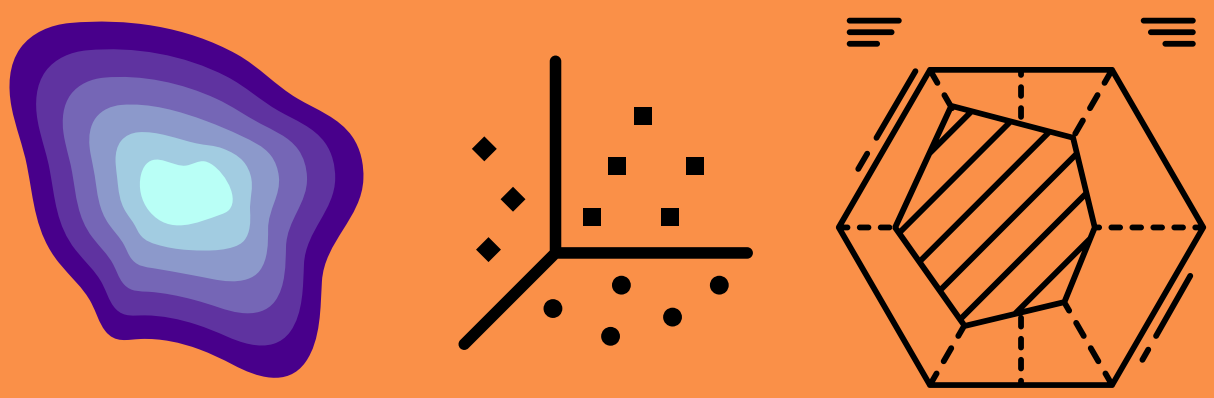
linktr.ee/andykriebel

7 ANOMALY DETECTION

Identify outliers and unexpected patterns by clustering or segmenting



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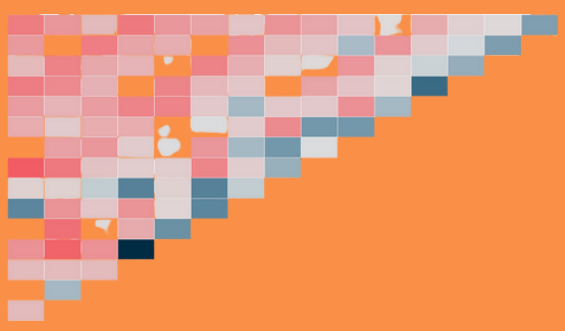
8 COHORT ANALYSIS

Groups users based on a shared characteristic to better track and understand their behaviors.

Cohort analysis is typically used to understand customer churn or retention.



FOLLOW FOR MORE

Andy Kriebel

linktr.ee/andykriebel