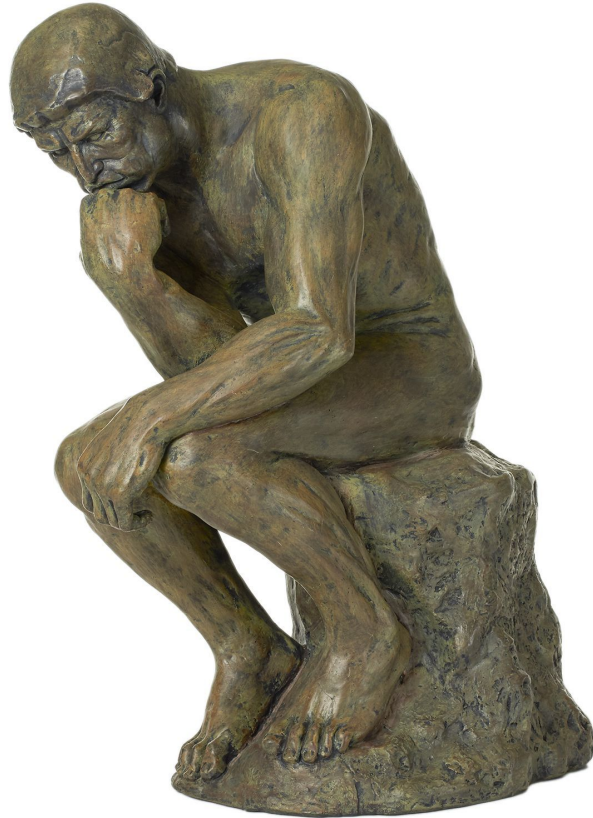# Introduction to Hypothesis Generation

What is Hypothesis?

What is Hypothesis?

A hypothesis is a possible view or assertion of a data scientist about the problem he or she is working on. It may or may not be true.

Why do we need Hypothesis Generation?

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Non-hypothesis driven data analysis

Why do we need Hypothesis Generation?

Non-hypothesis driven data analysis

- Collect the entire data

- Analyze every variable available

- Could lead to narrow vision

Analytics Vidhya
Learn everything about analytics

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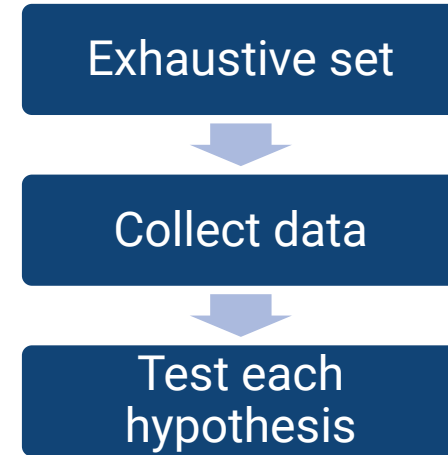
Non-hypothesis driven data analysis

- Collect the entire data

- Analyze every variable available

- Could lead to narrow vision

Hypothesis driven analysis

- List hypothesis BEFORE looking at data

- Smaller & specific pieces to work with

- Provides an UNBIASED view

Exhaustive set

⬇

Collect data

⬇

Test each hypothesis

Why do we need Hypothesis Generation?

Stakeholders   Data Science Team

Why do we need Hypothesis Generation?

Stakeholders   Data Science Team   Marketing Team

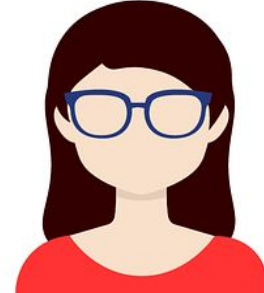# Why do we need Hypothesis Generation?

Stakeholders Data Science Team Marketing Team Sales Team
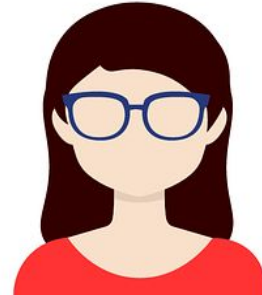
Why do we need Hypothesis Generation?

Stakeholders   Data Science Team   Marketing Team   Sales Team

Involve all the relevant people/team in the brainstorming process

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Thank You!