

Approaches to Analysis

Shannon E. Ellis, Ph.D
UC San Diego

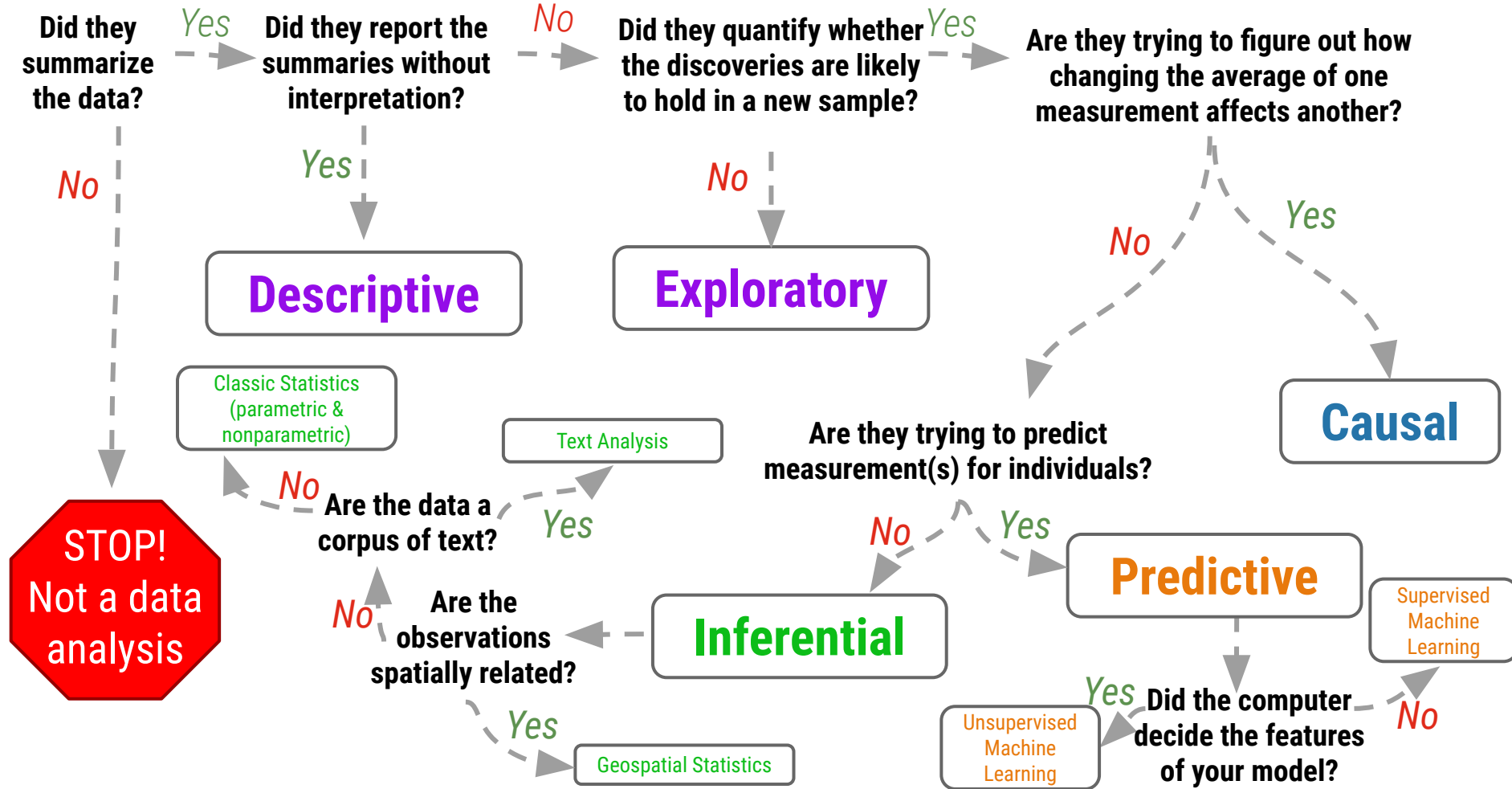


Department of Cognitive Science
sellis@ucsd.edu

*“Data science is the process of formulating a quantitative question that can be answered with data, collecting and cleaning the data, **analyzing the data**, and communicating the answer to the question to a relevant audience.”*



To do this, you have to look at, describe, and explore the data



Summary: Analytical Approaches

1. **Descriptive** (and **Exploratory**) Data Analysis are the first step(s)
2. **Inference** establishes relationships
 - a. Classic Statistics
 - b. Geospatial Analysis
 - c. Text Analysis
3. Machine Learning is for **prediction**
 - a. Supervised
 - b. Unsupervised
4. Experiments best way to establish **causality**