

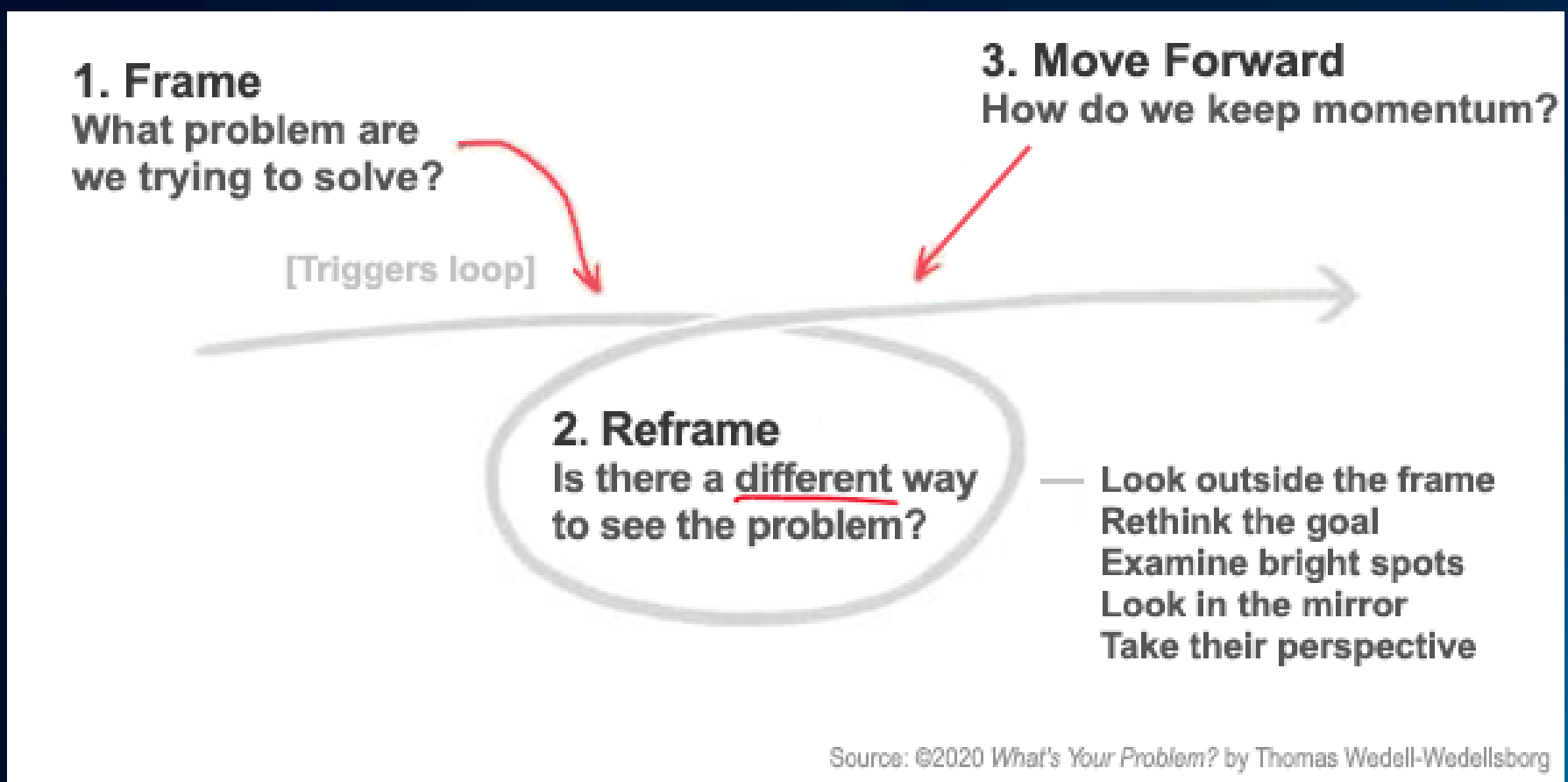
7 STEPS OF AN ANALYTICS PROJECT



KEDEISHA BRYAN

STEP 1

REFRAME THE QUESTION AND KNOW WHERE YOU ARE GOING



STEP 2

FIGURE OUT THE INFORMATION YOU NEED TO GET THERE.

Example Tasks:

- Identify potential data sources
- Develop KPIs
- Develop metrics



STEP 3

FIND & EXTRACT THE DATA

Example Tasks:

- Pull raw data
- Make calculations for fields you don't have
- Data transformations



STEP 4

UNDERSTAND THE DATA

Example Tasks:

- Make visualizations
- Explore relationships
- Feature engineering
- Further transformations if necessary



STEP 5

PERFORM THE ANALYSIS

Example Tasks:

- Build the model
- Evaluate relationships



STEP 6

DEVELOP THE INSIGHTS AND STORIES

Example Tasks:

- Organize & prioritize your findings
- Write out insights
- Develop a storyboard



STEP 7

BUILD THE DELIVERABLE

Example Tasks:

- **Develop presentation**
- **Make a dashboard**
- **Develop a report**
- **Make a web application**



Hi, I'm Kedeisha
Founder of Data in Motion
DM me "pro" to work with
me and land your first (or
next) job in data analytics



Kedeisha Bryan | Founder at Data in Motion
Career Coach & Instructor for Data Analysts