Data Analysis

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Data analysis process

1. Questions
   - The data analysis process always starts with asking questions
2. Wrangling data
   - Gather
   - Asses
   - Clean
3. Explore
   - Visualizing
   - Remove outlier
   - Build features from data (feature engineering)
4. Conclusions & Predictions
   - Using machine learning or inferential statistics
   - e.g., predict which product will be the most sold
5. Communicate results to others
   - Usually need to share what you've built
   - Explain design decisions
   - Show how will it will perform
   - Reports, Slides, Blog posts, Emails, Conversations, *Data visualization*