

SEARCH	
RESOURCES	
CONCEPTS	





There are two main reasons for creating visuals using data:

1. **Exploratory** analysis is done when you are searching for insights. These need to be perfect. You are using plots to find insights, but they don't need to be appealing. You are the consumer of these plots, and you need to be able to answer your questions from these plots.
2. **Explanatory** analysis is done when you are providing your results for others. Your visualizations need to provide you the emphasis necessary to convey your results. They need to be accurate, insightful, and visually appealing.

The five steps of the data analysis process:

1. **Extract** - Obtain the data from a spreadsheet, SQL, the web, etc.
2. **Clean** - Here we could use exploratory visuals.
3. **Explore** - Here we use exploratory visuals.
4. **Analyze** - Here we might use either exploratory or explanatory visuals.
5. **Share** - Here is where explanatory visuals live.

 **Mentor Help**
Ask a mentor on our Q&A platform

 **Peer Chat** 2
Chat with peers and alumni