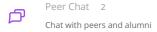


Mentor Help Ask a mentor on our Q&A platform



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 ne appealing. You are the consumer of these plots, and you need to be able your questions from these plots.
- 2. **Explanatory** analysis is done when you are providing your results for oth visualizations need to provide you the emphasis necessary to convey you 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 expl**or**atory visuals.
- 4. **Analyze** Here we might use either exploratory or explanatory visuals.
- 5. **Share** Here is where explanatory visuals live.