**EMC's data analysis life cycle**

EMC Corporation's data analytics life cycle is cyclical with six steps:

1. Discovery
2. Pre-processing data
3. Model planning
4. Model building
5. Communicate results
6. Operationalize

## SAS's iterative life cycle

An iterative life cycle was created by a company called **SAS**, a leading data analytics solutions provider. It can be used to produce repeatable, reliable, and predictive results:

1. Ask
2. Prepare
3. Explore
4. Model
5. Implement
6. Act
7. Evaluate

## Project-based data analytics life cycle

A project-based data analytics life cycle has five simple steps:

1. Identifying the problem
2. Designing data requirements
3. Pre-processing data
4. Performing data analysis
5. Visualizing data

## Big data analytics life cycle

Authors Thomas Erl, Wajid Khattak, and Paul Buhler proposed a big data analytics life cycle in their book, **Big Data Fundamentals: Concepts, Drivers & Techniques**. Their life cycle suggests phases divided into nine steps:

1. Business case evaluation
2. Data identification
3. Data acquisition and filtering
4. Data extraction
5. Data validation and cleaning
6. Data aggregation and representation
7. Data analysis
8. Data visualization
9. Utilization of analysis results