

Chapter 1. A Process for Success

The process

- Business Understanding
 - Identify the business objective
 - Assess the situation
 - Determine the analytical goals
 - Produce a project plan
- Data understanding
 - Collect the data
 - Describe the data
 - Explore the data
 - Verify the data quality
- Data preparation
 - Select the data
 - Clean the data
 - Construct the data
 - Integrate the data
 - Format the data
- Modeling
 - Select a modeling technique
 - Generate a test design
 - Build a model
 - Assess a model
- Evaluation
 - Evaluate the results

- Review the process
 - Determine the next steps
- Deployment
 - Deploying the plan
 - Monitoring and maintenance of the plan
 - Producing the final report
 - Reviewing the project