**Summary:**

***Phases of Data Analysis:***

**Ask:** *Define the problem and confirm stakeholder expectations*

**Prepare:** *Collect and store data for analysis*

**Process:** *Clean and transform data to ensure integrity*

**Analyze:** *Use data analysis tools to draw conclusions*

**Share:** *Interpret and communicate results to others to make data-driven decisions*

**Act***: Put your insights to work in order to solve the original problem*

## **The scenario: interview for a data analyst position**

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Imagine that you interview for a data analyst role at a local ice cream company. The hiring manager explains that the company needs a data analyst because they want to learn more about their customers. First, they want to understand their customers’ ice cream flavor preferences. Then, they will use this customer data to help make important decisions.

The hiring manager explains that they do not collect any customer data, and they don’t know where to begin. The hiring manager asks you: Can you please explain how you would approach this task?

Review the following questions to help guide your thinking:

* What kind of data should they gather?
* How should they gather this data?
* Where will the data live? How will they store the data?
* Once they have the data, how will they use it?
* How do they keep their data secure and protected?
* What should they do with old data? What are their options?

*They want to know the preferences of the targeted audience for that they should execute a survey in the form of google forms or door to door which shows what flavor of ice cream is popular in the targeted area. The data will be contained in excel format and will be kept at company's private drive. They should use some online cloud platform with paid subscription. If the old data is irrelevant they should get rid of it to save on online storage used.*

