1. Data analysis process

As you have been learning, you can find data pretty much everywhere. Any time you observe and evaluate something in the world, you're collecting and analyzing data. Your analysis helps you find easier ways of doing things, identify patterns to save you time, and discover surprising new perspectives that can completely change the way you experience things.

Here is a real-life example of how one group of data analysts used the six steps of the data analysis process to improve their workplace and its business processes. Their story involves something called people analytics—also known as human resources analytics or workforce analytics. People analytics is the practice of collecting and analyzing data on the people who make up a company's workforce in order to gain insights to improve how the company operates. Being a people analyst involves using data analysis to gain insights about employees and how they experience their work lives. The insights are used to define and create a more productive and empowering workplace. This can unlock employee potential, motivate people to perform at their best, and ensure a fair and inclusive company culture.

The six steps of the data analysis process that you have been learning in this program are: ask, prepare, process, analyze, share, and act. These six steps apply to any data analysis. Continue reading to learn how a team of people analysts used these six steps to answer a business question.

An organization was experiencing a high turnover rate among new hires. Many employees left the company before the end of their first year on the job. The analysts used the data analysis process to answer the following question: How can the organization improve the retention rate for new employees?
Here is a breakdown of what this team did, step by step.