descriptive -> gaining insight from historical data -> what happened

diagnostic -> determine the cause of historical data -> why did it happen

predictive -> predict future based on historical data -> what is likely to happen next

prescriptive -> combine previous three to suggest decision -> given this information what should I do now

business understanding

    understanding the client situation

        primary & secondary stake holders

        identify pain points

        client history

    specifying goals and outcomes

        specify the outcome

        determine how success will be measured

    identifying assets, constraints & requirements

data types

qualitative

    nominal -> order does not matter (zip codes, types of dogs, etc, etc..)

    dichotomous -> order does not matter or two options (boolean)

    ordinal -> order has a meaning

quantitative

    interval -> difference between two numbers is constant and feels the same to the end user

    ratio -> meaningful zero point, 6" is 2x as long as 3" -> meaningfully multiplied and divided

    discrete -> class size, iq, etc..

    continuous -> num num num

time is a quantitative ratio

Likert scale –

Unstructured data -> sensory

Get qualitative/quantitative nominal ordinal interval ratio table thingy