

Data Analytics Project

2. Data Analytics Life Cycle (DALC)



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WHAT is DALC?

The complete ***process which includes various stages/phases in the data analytics project*** is called as Data Analytics Life Cycle (DALC).



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SIX Phases of DALC

- A. Asking the **Questions**.
- B. **Getting** the Data.
- C. **Investigating** the Data.
- D. **Preparing** the Data.
- E. **Analyzing** the Data.
- F. **Presenting** the Results.



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A. ASK QUESTION

1. *First and Most Crucial Phase* of DALC.
2. Analytics **always starts with questions** to be answered.
3. Questions may **vary in complexity** based on the conditions.

Examples: "*What is the most popular product in our inventory?*" or "*What is the impact of changing market trends on our long-term business strategy?*"



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B. GET DATA

1. *Second Phase* of DALC.
2. Phase of **locating and obtaining relevant data**.
3. To **assess** if there's **enough data** for analysis.
4. **Initial step** in building the **foundation for insights**.



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C. INVESTIGATE DATA

1. *Third Phase* of DALC.
2. Phase of **checking diverse forms** of data received from **various data sources**.
3. To **verify the completeness** and **relevance** of data.
4. To ensure a **robust dataset** for meaningful analysis.



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D. PREPARE DATA

1. *Fourth Phase* of DALC.
2. Phase where tasks about **transforming data for analysis** tools are performed.
3. It is often referred to as "**cleaning**" **the data**.
4. During this phase **elimination of blank records and errors** are done for a pristine dataset.



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E. ANALYZE DATA

1. *Fifth Phase* of DALC.
2. Phase of **Identifying patterns, correlations, and relationships** between the data.
3. During this phase various **statistical techniques and tools** are used.
4. It **unleashes** the **power of analysis** for meaningful insights.



F. PRESENT RESULTS

1. *Sixth and Final Phase* of DALC.
2. Phase in which **results are communicated effectively to decision-makers**.
3. We can **use reports, visuals, dashboards, or a combination** to guide actionable insights.



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