

**BEGIN**

Load the data

Understand what information  
you have to work with

Descriptive  
statistics

Preliminary  
visualization of  
relationships

Pre-process  
variables of interest  
into meaningful variables

Identify and apply  
Quality Control  
measures

Assess the  
relationships of interest

Modeling

Inferential  
statistics

**END**

Tell the story

Create story-telling  
visualizations