

Exploratory Data Analysis

Explore!

- Scroll through your data and get a feel for it
- What columns do you have?
- What are the typical values?
- Does anything strike you as odd?
- Use a gut check

Be Curious!

- I wonder...
- Why?
- How?
- Anything making you scratch your head and go “huh?”
- How are your variables related to each other?

Things to do

- Correlation matrix
- Descriptive statistics
- Create visuals, all sorts
- Create crosstabs, all sorts
- Slice and dice your data in Tableau

Oh no! I'm behind!

- Wrangling take longer than expected?
- Change data sets?
- Out sick or have a family emergency?
- You can skip the exploratory phase entirely

Questions?