**Course Three**

# Go Beyond the Numbers: Translate Data into Insights



# Instructions

Use this PACE strategy document to record decisions and reflections as you work through this end-of-course project. As a reminder, this document is a resource that you can reference in the future and a guide to help consider responses and reflections posed at various points throughout projects.

# Course Project Recap

Regardless of which track you have chosen to complete, your goals for this project are:

* Understand and assess the proposed scenario
* Demonstrate understanding of how to organize and analyze a dataset to find the “story”
* Create a Jupyter notebook for exploratory data analysis (EDA)
* Create visualization(s) using Tableau
* Articulate findings in an one-page summary/email for your cross-functional team

# Relevant Interview Questions

Completing this portfolio project will empower you to respond to the following interview topics:

* How would you explain the difference between qualitative and quantitative data sources?
* Describe the difference between structured and unstructured data.
* Why is it important to do exploratory data analysis?
* How would you perform EDA on a given dataset?
* How do you create or alter a visualization based on different audiences?
* How do you avoid bias and ensure accessibility in a data visualization?
* How does a data visualization inform your EDA?

**Reference Guide**

This project has six tasks; the visual below identifies how the stages of pace are incorporated across those tasks.



**Data Project Questions & Considerations**

**PACE: Planning Stage**

* What are the data columns and variables and which ones are most relevant to your deliverable?
* What units are your variables in?
* What are your initial presumptions about the data that can inform your EDA, knowing you will need to confirm or deny with your future findings?
* Is there any missing or incomplete data?
* Are all pieces of this dataset in the same format?
* Which EDA practices will be required to begin this project?

**PACE: Analyzing Stage**

* What steps need to be taken to perform EDA in the most effective way to achieve the project goal?
* Do you need to add more data using the EDA practice of joining? What type of structuring needs to be done to this dataset, such as filtering, sorting, etc.?
* What initial assumptions do you have about the types of visualizations that might best be suited for the intended audience?

**PACE: Constructing Stage**

* What data visualizations, machine learning algorithms, or other data outputs will need to be built in order to complete the project goals?
* What processes need to be performed in order to build the necessary data visualizations?
* Which variables are most applicable for the visualizations in this data project?
* Going back to the Plan stage, how do you plan to deal with the missing data (if any)?

**PACE: Execute Stage**

* What key insights emerged from your EDA and visualizations(s)?
* What business and/or organizational recommendations do you propose based on the visualization(s) built?
* Given what you know about the data and the visualizations you were using, what other questions could you research for the team?
* How might you share these visualizations with different audiences?