Data Analysis Lifecycle

Ask — 1

- Ask effective questions
- Define the problem
- Use structured thinking
- Communicate with others

Prepare — 2

- Understand how data is generated and collected
- Identify and use different data formats, types, and structures
- Make sure data is unbiased and credible
- Organize and protect data

Process — 3

- Create and transform data
- Maintain data integrity
- Test data
- Clean data
- Verify and report on cleaning results

Analyze — 4

- Use tools to format and transform data
- Sort and filter data
- Identify patterns and draw conclusions
- Make predictions and recommendations
- Make data-driven decisions

Share — 5

- Understand visualization
- Create effective visuals
- Bring data to life
- Use data storytelling
- Communicate to help others understand results

Act — 6

- Apply your insights
- Solve problems
- Make decisions
- Create something new