

Lesson summary

Module 1 Lesson 1: From Problem to Approach



Skills
Network

Congratulations! You have completed this lesson. At this point in the course, you know:

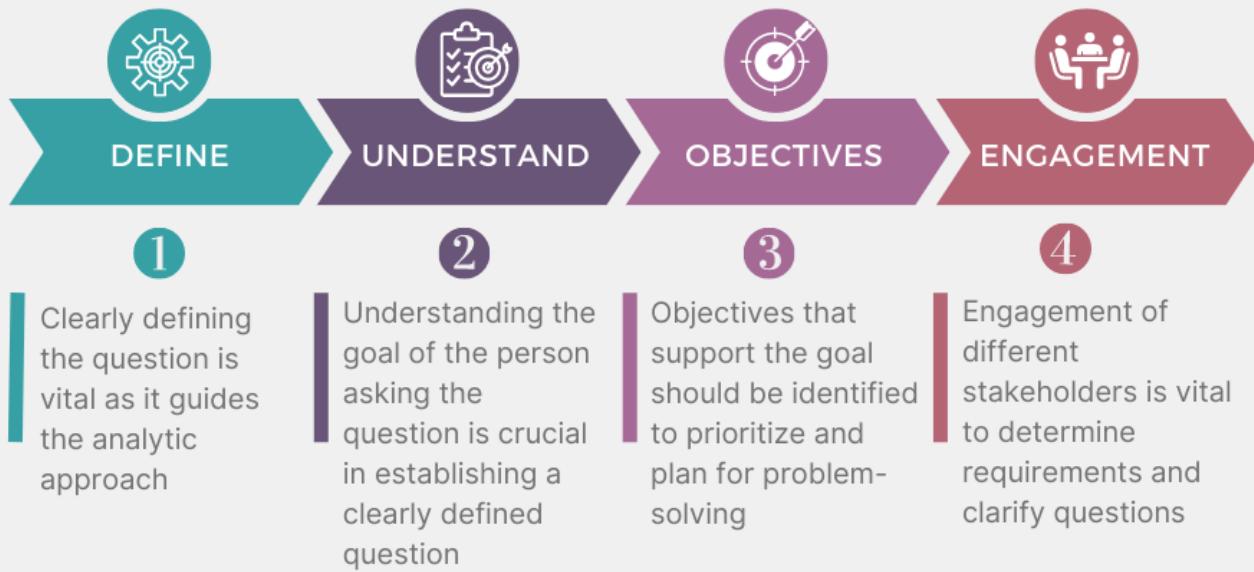
- Foundational methodology, a cyclical, iterative data science methodology developed by John Rollins, consists of 10 stages, starting with Business Understanding and ending with Feedback.
- The primary goal of the Business Understanding stage is to understand the business problem and determine the data needed to answer the core business question.



Business Understanding

Understanding the Question

Data science methodology begins with seeking clarification and attaining a business understanding



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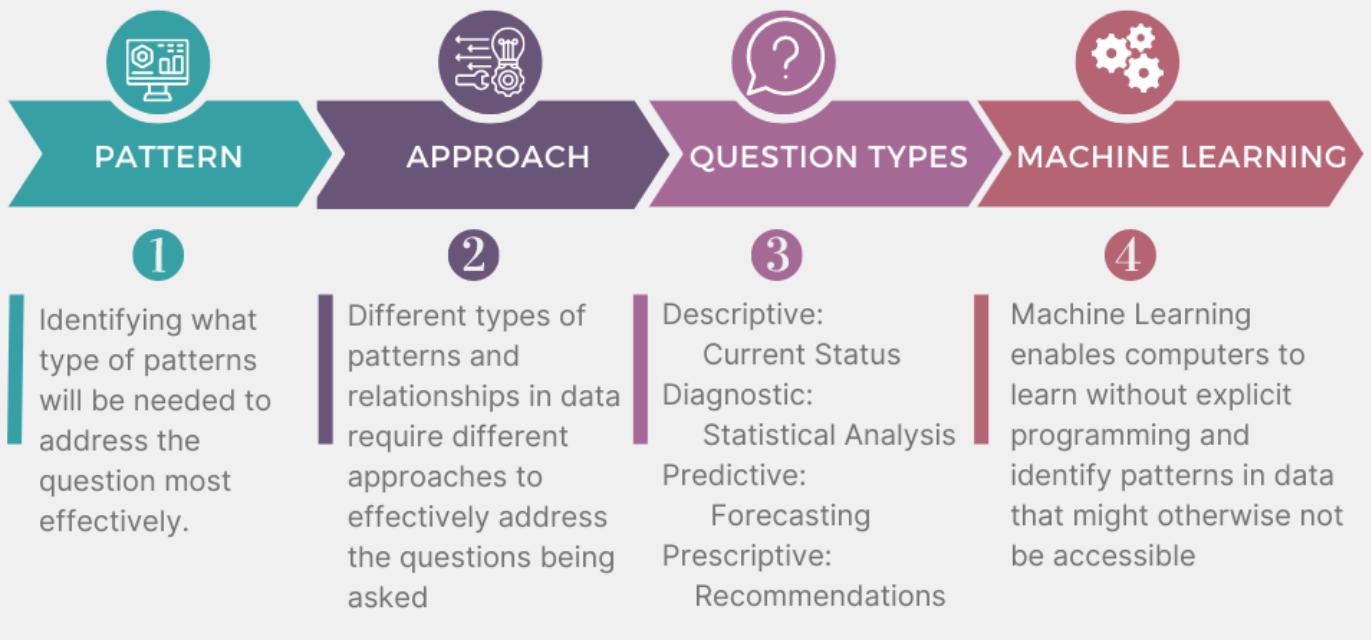
- During the Analytic Approach stage, you can choose from descriptive, diagnostic, predictive, and prescriptive analytic approaches, whether to use machine learning with clustering associations.



Analytic Approach

Determine Appropriate Approach

The second stage of the data science methodology involves selecting the analytic approach in the context of business requirements.



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- Decision tree classification is a predictive analytics approach that's easy for non-data scientists to implement

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