Analytics Paradigm:

Step 1: Decompose the ask

* What is being asked
* What is the use of this data
* Subjective vs. objective
* Narrow the scope
* Remove prejudice and bias

Step 2: Identify Data Sources

* What sources exist on the subject already?

Step 3: Define Strategy and metrics

* Who? What? When? Where? Why?
* Repeatable and consistent application of analysis

Step 4: Build data retrieval plan

* Automation and programmed query
* Leverage APIs for data retrieval

Step 5: Retrieve the data

Step 6: Assemble and clean the data

* What biases and skewed data is included
* Logical extrapolation and interpretation

Step 7: Analyze for trends

Step 8: Acknowledge limitations

* Is the data set representative of the ask

Step 9: Making the call

Who is the target audience? What is the expectation of results?