

Data Collection Objectives

Throughout these units you will learn or reinforce what you already know about identifying and articulating business opportunities. In this module you will learn the importance of applying a scientific thought process to the task of understanding the business use case. This process has many similarities to that of being an investigator. You will also generate a healthy respect for the need to **pause, step back and think scientifically** about the main processes in this stage.

Empathize Process
1. Get as close to the source of data as possible usually by interviewing the people involved
2. Identify the business problem
3. Obtain all of the relevant the data
4. Translate the business problem into a testable hypothesis or hypotheses

As we have seen there are several viable processes for conducting data science, but none omit the important step of understanding the needs of the business. To take it a step further we set out the expectation that the process be viewed through the lens of scientific thinking and it is this practice that allows valuable time and resources to be conserved.