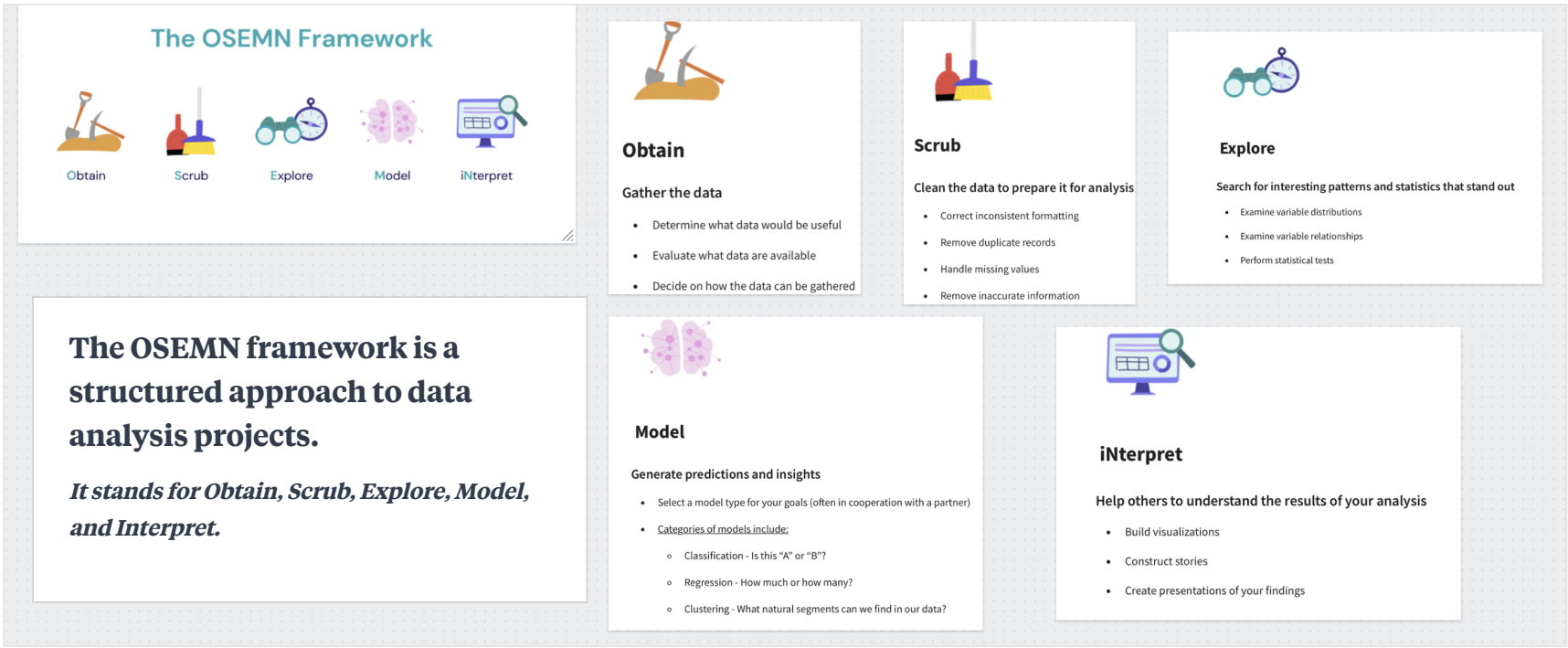"A framework is like a guide or a roadmap that helps data analysts organize their work and follow a set of steps to complete their projects efficiently and effectively."

Think of it like building a house. When you build a house, you follow a set of steps, such as laying the foundation, building the walls, and adding the roof. These steps ensure that the house is built correctly and in a logical order.

Similarly, a data analytics framework provides a set of steps that data analysts can follow to collect, clean, categorize, analyze, and interpret data. This helps them stay organized and ensures that they don't miss any important steps in the data analysis process.

Having a framework also helps data analysts maintain accuracy and consistency throughout their projects. It provides a structure for them to work within and helps them stay focused on the goals of their analysis. So, by using a framework, data analysts can approach their data analysis projects with confidence and achieve better results.

The topic we are discussing is the OSEMN framework, which is a helpful way to structure data analysis projects. The framework consists of five stages: obtain, scrub, explore, model, and interpret.

Obtain: In this stage, you gather the data you need for your analysis. This could be data from your own company, like sales data, or data from external sources like government databases.

Scrub: Once you have the data, you need to clean it and make it more usable. This involves tasks like correcting data formats and dealing with missing data points.

Explore: In the explore stage, you dig into the data and look for interesting patterns and statistics. You categorize the data and visualize it using charts to better understand what it's telling you.

Model: After exploring the data, you move on to modeling. This is where you use statistical or mathematical approaches to analyze the patterns in the data and generate predictions and insights.

Interpret: Finally, in the interpret stage, you build a better understanding of the situation at hand. You create visualizations, stories, and presentations to help others understand the results of your analysis.

The OSEMN framework is a flexible and simple way to approach data analysis projects. It helps you break down large tasks into smaller, manageable steps. In the next videos, we will dive deeper into each stage of the framework.