Exploratory Data Analysis is an important part of the process regardless of the end use of the model. This provides a better understanding of the data we are dealing with and it is a good step to correct/clean some of the issues that might be present on the data and therefore optimize the data being used. It also helps to start getting some initial impressions of how the data looks like in terms of basic statistics (distribution, mean, etc) which could lead to some valuable inputs. This is valuable since at this stage we are getting a better idea of the kind of statistical tools we will need to use in depth later on in the predictive model phase