***Udacity Data Analyst Track***

**III. Intro to Data Analysis**

1. Data Analysis Process

* 1) Figure out a question or a problem to solve
* What are characteristic of students who pass project, how to stock a store w/ what people want to buy?
* 2) Data Wrangling
* 2a) Data acquisition
* 2b) Data Cleaning (investigating it 1st)
* 3) Data Exploration
* Get familiar w/ the data, build intuition about it, + try to find patterns in it
* 4) Draw conclusions or make predictions
* Predict: which movies users will like
* Conclude: users are less likely to click certain articles
* This phase usually requires statistics + machine learning
* 5) Communicate Findings
* Reports, dashboards, presentations, blog posts, papers, emails, etc.
* This process does not follow a straight line and it is iterative
* May have to go back to the question and refine it as we become more familiar w/ the dataset
* Sometimes a dataset is acquired before coming up w/ a question + we investigate the data to think of one