Unit 4: Question Formulation

Getting to a good question

Lesson 36

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Overview of unit

Objectives:
- Understand why question formulation is a non-trivial… often the most important part of the data science project
- Know techniques for approaching question formulation

1. Why question formulation?
2. What does a good question look like?
3. Case study
4. Question formulation techniques

Lesson overview

Objectives

- Strategies for developing good questions

Outline

- Finding a stakeholder representative
- Mapping the use case
- Iterating on the question
- Looking at the data

The process

or the stakeholder if possible

1. Find a representative for the stakeholders

2. Develop the use case(s)

3. Iterate on the question *(create iterations)*
   - Look at the data

Lesson wrap-up

Takeaways

- Landing on a good question is a matter of engaging the stakeholder community throughout the entire process.
- Good question definition requires communication and data munging.

Up next

- Homework 4