

Unit 8: Analysis

What is analysis?

Lesson 53

Derek Ruths

Overview of unit

Objectives:

- Understand the philosophy of analysis
- Learn strategies for approaching data analysis
- Know major areas of data analysis and what questions they answer

1. What is analysis?
2. What is a result?
3. Most frequent word analysis
4. Statistical analysis

Lesson overview

Objectives

- Understand the objective of analysis
- Understand why analysis is both science and art

Outline

- Reaching and substantiating insights
- The science of analysis: answer questions
- The art of analysis: asking more questions

Substantiating insights

Answering questions

- Select (or build) a tool
- Prepare data
- Apply tool to data
- Sanity check results

Results often raise more questions...

i.e., “Yes, but...”

Asking questions

It's important to recognize when you need to follow up on questions raised.

This is art! Similar to proofs...

For the follow-on question...

- Is the answer obvious?
- Would the answer impact the validity/relevance of result we have to the insight sought?

Beware of “fishing expeditions”

Analysis should have a concrete outcome (insight) in mind.

Without a target insight, you are “fishing” for interesting things.

Results attempt to support that insight...

- Along the way, we might discover different insights.

Lesson wrap-up

Takeaways

- Analysis requires understanding of the objective
- Analysis requires proactivity and judgement
- Don't go fishing!

Up next

- What is a result?