

STEP 1:  
DESCRIBE  
EXPERIMENT

STEP 2:  
SPECIFY  
STATISTICAL MODEL

STEP 3:  
DEFINE STATISTICAL  
QUERY

**STEP 4:  
CONSTRUCT  
ESTIMATOR**

STEP 5:  
OBTAIN  
INFERENCE

STEP 6:  
MAKE SUBSTANTIVE  
CONCLUSION

## ***Statistical properties to consider***

- Substitution / plug-in
- Valid inference
- Efficiency
- Ability to optimize finite sample performance