**My Business Data Analyst Approach**

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1. **Understand the client's business model and the keymetrics of each item**

* The product's value propositions (what it does and promises)
* *\*\*Customer segments (who it's for)*
* Key activities (the steps the team must complete to make it successful)
* Key resources (what personnel, tools, and budget the team will have access to)
* Channels (how the organization will market and sell it)
* Customer relationships (how the team will support and work with its customer base)
* Key partners (how third parties will fit into the plan)
* *\*\*Cost structure (what it costs to build the product as well as how to sell and support it)*
* *\*\*Revenue streams (how the product will make money)*
  + **Deliverable:** brief business model analysis document.

1. **Generate a battery of business questions from the previous analysis**

* Identifying the variables that constitute each question.
  + **Deliverable:** brief document with business questions and variables involved.

1. **Identify and extract data sources**

* Identify the data sources that contain the variables needed to answer business questions.
* Extract the data from the different sources of information using SQL or Python.
  + **Deliverable:** raw tables.

1. **Transform, clean and pre-process the data.**

* **Deliverable:** Jupyter Notebook with ETL process; and transformed, cleaned and pre-processed datasets.

1. **Univariate, bivariate and multivariate analysis**

* In order to answer the business questions.
  + Deliverables: Jupyter Notebook with business questions, cell codes, graphs, preprocessing, feature selection, feature engineer, models.