Competencies

**4156.1.1** : **Applies the Data Analytics Life Cycle**

The learner applies the data analytics life cycle to real world business scenarios.

**4156.1.2** : **Proposes a Data Analytics Plan**

The learner proposes a data analytics plan to solve a business problem.

Introduction

In this task, you will apply your knowledge of the data analytics life cycle by assessing your own experiences and interests, describing each phase of the life cycle, and proposing additional expertise in necessary areas.

Additionally, you will apply your knowledge of the data analytics life cycle by choosing a data analytics tool or technique and describing how it could be used in a familiar organization, assessing the problems and summarizing what you have found.

Requirements

Your submission must represent your original work and understanding of the course material. Most performance assessment submissions are automatically scanned through the WGU similarity checker. Students are strongly encouraged to wait for the similarity report to generate after uploading their work and then review it to ensure Academic Authenticity guidelines are met before submitting the file for evaluation. See [Understanding Similarity Reports](https://cm.wgu.edu/t5/Frequently-Asked-Questions/Understanding-Similarity-Reports/ta-p/252) for more information.    
  
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Write your paper in Microsoft Word (.doc or .docx) unless another Microsoft product, or pdf, is specified in the task directions. Tasks may not be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc.  All supporting documentation, such as screenshots and proof of experience, should be collected in a pdf file and submitted separately from the main file. For more information, please see [Computer System and Technology Requirements.](https://cm.wgu.edu/t5/WGU-Student-Policy-Handbook/Computer-System-and-Technology-Requirements/ta-p/78)  

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

A.   Describe *each*of the **seven**phases of the data analytics life cycle, adding a reflection of your own expertise to *each*phase described.

1.   Propose a way, with at least **one**example of *each*, that you might gain expertise in *each*of the **seven**phases.

2.   Explain how the goal and mission of the organization help the analyst to identify the business requirement.

B.   Apply your knowledge of the data analytics life cycle by selecting one data analytics tool or technique and describing how the tool or technique might be used in one phase of the data analytics life cycle in an organization about which you have some knowledge.

1.   Include **three**risks of using the selected tool or technique for data analytics.

2.   Describe an organizational or technical problem using the selected tool or technique.

C.   Describe the decision-making process of selecting the appropriate data analytics tool or technique from part B.

1.   Justify the organizational or technical need for the selected tool or technique.

2.   Summarize the results of using the selected tool or technique in the life cycle phase you selected in B.

3.   Evaluate the 3 potential ethical problems of using the selected data analytics tool or technique identified in part B1 for this particular problem.

D.   Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

E.   Demonstrate professional communication in the content and presentation of your submission.