



#### Understanding the business problem

- You should ask relevant questions which makes you understand the problem which you are going to solve
- You should ask multiple WHY? questions and get answers from the client or the stakeholder or the person who told you to do the project.



- After deciding what features or metrics to use to solve the business problem.
- Next step is to gather the data.
- You may use sources like Databases,
  API's, Web scraper, online repositories etc...



- This step involves 2 important things Data cleaning,
  Data transformation.
- Data cleaning is like check missing values, inconsistency datatypes, duplicate values etc..
   (Check our post on data pre-processing to see what are the most used techniques)
- Data transformation is a process of modifying the data based on predefined rules.



## **Exploratory data analysis**

- EDA helps you to understand what exactly you can do with the data.
- This is the most important step.
- Through EDA you can find what features are the most important in the model building.
- You can also find useful insights through EDA.



- This is the most important part where you will be finding the model the best fits the business requirement.
- You will be doing multiple iterations on the test and train data to find the best performing model.



#### Visualization and communication

- This is where you will show all the things which you did and fond during the previous steps to your client, stakeholders or the person who gave you the project.
- You will be creating reports or dashboards to show your business finding in a powerful way (visualizations) to make them understand easily.



### **Deploy & maintenance**

- Test your best performing model multiple times before deploying it into production.
- You will be using reports and dashboards for realtime analytics.
- It is also important to monitor the model performance in the real world and retraining it if the performance degrades.

# Thank You.

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**Happy Learning**