

## Pedagogical Summary – Course 3, Video 5: Data Collection Stage

### Focus

This video dives into the **first stage** of the data journey: **collecting data** to support business needs and build a foundation for analysis and visualization.

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### The 4 Steps of Data Collection

#### 1. Identify Questions

- Work with stakeholders to define the **business questions** the data should answer.

#### 2. Data Discovery

- Locate relevant data sources.
- Understand how each source relates to the metrics or phenomena being studied.

#### 3. Data Gathering

- Collect data from multiple locations and formats.
- Evaluate update frequency and compatibility of sources.

#### 4. Data Staging

- Consolidate gathered data into a **single, usable staging area**.
  - Prepare it for the next stage: **processing**.
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### Key Insight

- Effective data collection is **foundational** to the entire data journey.
- It requires **planning, collaboration**, and **technical awareness** of data formats and sources.