GCP DCA Module 4 - Video 6 Summary

Curiosity and Investigation in Data Analysis

Being curious and committed to tracking down necessary information is essential in the data analysis process.

Assessing Business Data Requests

Understand the request and the desired goal or conclusion before beginning analysis.

Case Study: Supply Chain Organization

Determine if supply partners have a successful customer experience by analyzing their interactions with the online store.

Checking Data Availability

Use analytics software and timestamps to verify if the necessary data is available to respond to the request.

Data Cleaning (Wrangling)

Correct or eliminate inaccurate or duplicate records to ensure data quality.

Segmenting and Outlier Detection

Define specific segments and identify outliers or deviations in the dataset.

Integrating Multiple Data Sources

Combine data from various systems like websites, customer management systems, and purchase orders for accuracy.

Using Summary Statistics

Create dashboards or spreadsheets to calculate relevant statistics such as mean, median, and range.

Comparing Past Analyses

Compare current results with previous projects to validate data consistency and usefulness.

Conclusion

Thorough investigation and multi-perspective analysis ensure the use of valuable data and stakeholder satisfaction.