Zachary Graham
LIGHTHOUSE LABS - INTRO TO DATA ANALYTICS

Using the framework outline in the article [Question the Data: How to Ask the Right Question to Get Actionable Insights](#) to outline between 3-5 problems you want to solve in your role right now and the associated test or question you might use to investigate.

THE PROBLEM	THE TEST
*The **problem** is the unknown value or issue that you want to solve. The question that defines your problem summarizes the goal of the test, or what you want to know.* *Eg. I've been accepted as a contestant on Jeopardy and want to know how to best spend my time studying*	*The **test** is the process to investigate the query and test the hypothesis. The question that informs the testing process identifies a path to finding out what you want to know. It might target a particular metric or aspect of the business for further assessment.* *Eg. How many users are: (a) signing in; (b) adding items to their cart; and (c) completing the checkout process?*
10 Highest ranking Universities by profit margin	Collect financial data (income statement) from universities annual (revenues - expenses) / revenue
Demographics of cannabis users (by age, education, income, ethnicity, country)	Analyzing credit card data on purchases of legal cannabis and categorizing the various differences based on profile,
Average annual income by age group (18-24, 24-29, 30-36, ext) compared with education credentials	CRA tax data List of graduates from various institutions Survey (not reliable)
Population of a species	Data from wildlife organizations tracking animal behaviours Reproduction, population gain/loss year over year, migration, human factors affecting the area