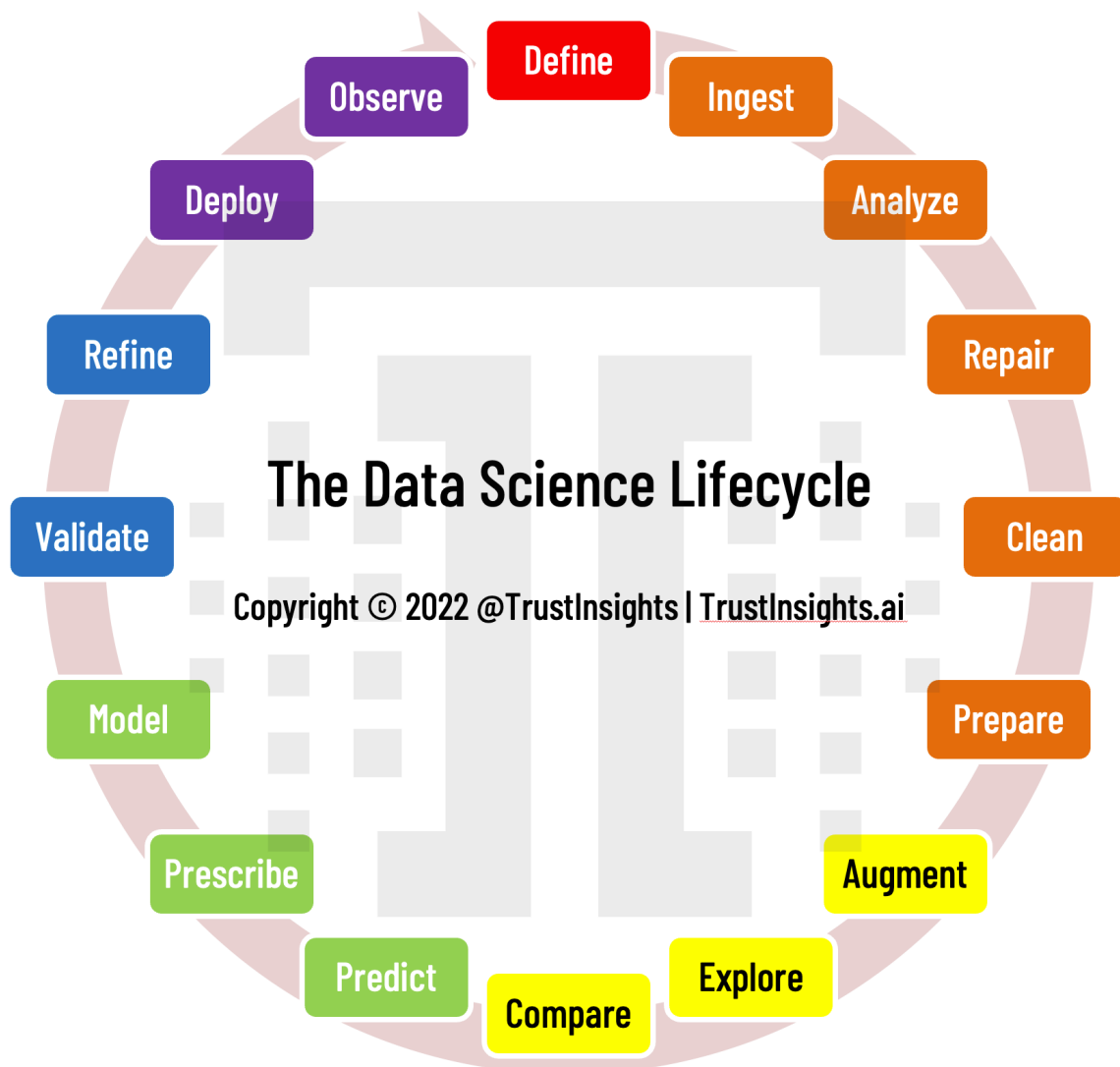# Instant Insights: The Trust Insights Data Science Lifecycle

Proper management of data for analysis, training for machine learning, and insight extraction for business impact isn't haphazard or random. Working with data has a clear, defined process that adheres to the scientific method - hence the name, data science - and companies who want to make the most of their data must adhere to the process.

The Data Science Lifecycle

Define · Ingest · Analyze · Repair · Clean · Prepare · Augment · Explore · Compare · Predict · Prescribe · Model · Validate · Refine · Deploy · Observe

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Watch this YouTube video for a walkthrough of this framework and how to apply it, especially in the disciplines of marketing and communications.

https://www.youtube.com/watch?v=cJORfgEFZe4

TRUST INSIGHTS