

Chapter 2

Practical Data Analysis: An Example

Before talking about the full-fledged data analysis process and diving into the details of individual methods, this chapter demonstrates some typical pitfalls one encounters when analyzing real-world data. We start our journey through the data analysis process by looking over the shoulders of two (pseudo) data analysts, Stan and Laura, working on some hypothetical data analysis problems in a sales environment. Being differently skilled, they show how things should and should not be done. Throughout the chapter, a number of typical problems that data analysts meet in real work situations are demonstrated as well. We will skip algorithmic and other details here and only briefly mention the intention behind applying some of the processes and methods. They will be discussed in depth in subsequent chapters.

2.1 The Setup

Disclaimer The data and the application scenario used in this chapter are fictional. However, the underlying problems are motivated by actual problems which are encountered in real-world data analysis scenarios. Explaining particular applicational setups would have been entirely out of the scope of this book, since in order to understand the actual issue, a bit of domain knowledge is often helpful if not required. Please keep this in mind when reading the following. The goal of this chapter is to show (and sometimes slightly exaggerate) pitfalls encountered in real-world data analysis setups and not the reality in a supermarket chain. We are painfully aware that people familiar with this domain will find some of the encountered problems strange, to say the least. Have fun.

The Data For the following examples, we will use an artificial set of data sources from a hypothetical supermarket chain. The data set consists of a few tables, which have already been extracted from an in-house database:¹

¹Often just getting the data is a problem of its own. Data analysis assumes that you have access to the data you need—an assumption which is, unfortunately, frequently not true.

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
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
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