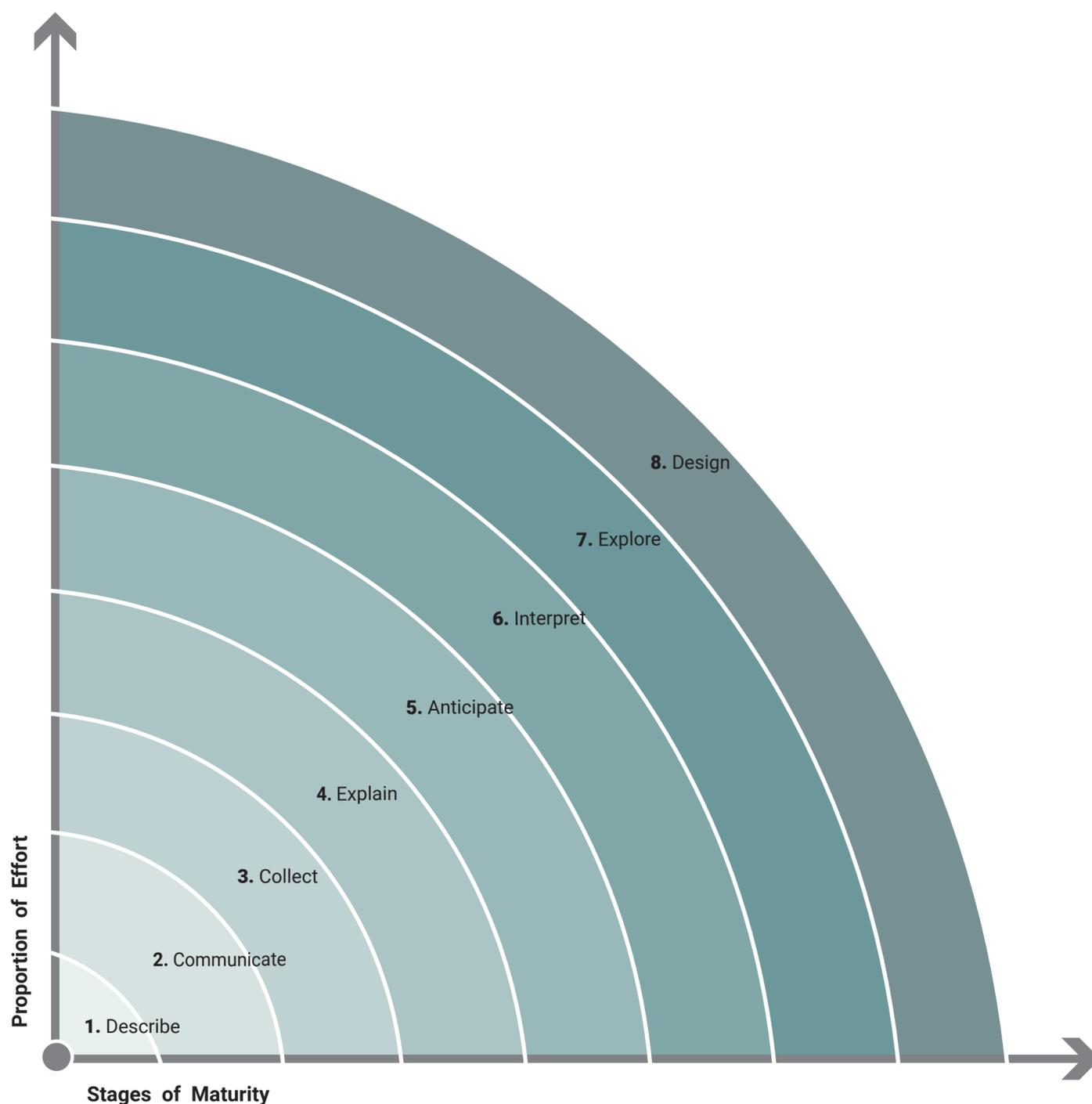


Stages of Analytical Maturity



1. Describe – Summarize and Compare. Group and summarize data to help identify similarities and differences, consistent patterns, trends or anomalies and confirm main points or interesting stories in the data.

2. Communicate – Present effectively and Disseminate. Your analysis emerges from the organisation, clarity, and credibility of your argument(s) and the reasoning behind it. The more tailored your product is to your end users, the more impact it will have.

3. Acquire – Collect and manage the information needed. This may be primary data acquired through field trips or surveys, phone interviews, etc., or secondary data, drawn from assessment reports, media, reports, etc.

4. Explain – Connect and Relate. Identify association, correlation, and other connections between observations. Explanations are based on careful investigation of underlying processes or causal mechanisms and the strength of their relationships.

5. Anticipate – Predict and Forecast. Identifies the likelihood of future outcomes and trends at a specific time, based on current and historical data. Anticipation combines predictions (one-off estimates of a specific event in the future) and forecasts (sets of possible futures that include probability estimates of occurring).

6. Interpret – Imply and Conclude. Allows to move beyond findings to drawing and evaluating conclusions through argumentation, evaluation of the strength of evidence, and contextualization of your findings.

7. Explore – Engage and Discover. Become familiar with your data and identify potential patterns, signals, and stories that are to be confirmed. Exploration helps understanding not just of what the data covers, but how it got there, what it represents, what seems wrong and what is missing.

8. Design – Get started. Design and plan for quality and credible analysis by defining and organizing the analytical approaches you want to use and the information you will need.