The analyst should assure herself that the interpretations of the data and models and the conclusions drawn are conform to the knowledge of the problem owner or, if available, domain expert. In particular the evidences, findings, and conclusions (not only a final model) need to be documented throughout the process and presented at this evaluation phase, where the results are discussed to decide if and how they may be deployed later. There are at least three more reasons for documentation: First, it is important that all steps are revised from the perspective of the project's owner to guarantee flawless interpretations and conclusions. Secondly, the findings represent important resources for future projects, where data understanding and data preparation phases may exhibit a large overlap with the current project. For instance, the cognitive map may be revised or extended and possibly linked to evidence found in the data. Finally, the drawbacks and problems faced may initiate improved data entering procedures (to improve data quality where it is crucial) or establish new data collections (data acquisition) such that future projects can benefit from an improved situation.

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