

# Data Analytics Foundation

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# Data Analytics vs Data Analysis

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**Data analysis** is an activity that many organizations perform to evaluate data they collected from various sources, such as their financial records, surveys, & social media posts from competitors & their target market.

Its goal is to find meaning in the data to help decision-makers better understand their organization and the market they serve.

**Data analytics** is a broad field that involves the collection, analysis, and interpretation of data to help an organization make better decisions and achieve its goals.

includes gathering, preparing, exploring, managing, storing, and evaluating data. The last stage is usually sharing or delivering the results of data analysis to an organization's decision-makers or business users.

# Who is Data Analyst?

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Someone who will study or determine the nature & relationships of **factual information** used as a basis for reasoning, discussion or calculation by always doing a detailed examination of information to determine its essential features.

Takes raw Data, do analysis, Retrieves insights(valuable information) with visualization, present it to business to help them to take **data-driven decisions**.

# Organizational Roles in Data

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# Skills of Data Analyst

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- Understanding the basic question
- Finding & gathering data to answer the question
- Understanding the quality of data
- Determining what data is important
- Creating valid data through calculations
- Presenting the information clearly