



**@belgaregmohamedamine**  
Data Analyst & BI Developer

# Data Analysis Vocabulary

This guide will help you understand essential terms and concepts in data analysis. Each term is explained with clear definitions and visual aids. Navigate through the guide to enhance your data analysis skills!



Commencer



**@belgaregmohamedamine**  
Data Analyst & BI Developer

1

# Data Profiling

The process of examining and summarizing the characteristics of data.

**Example:** Imagine you have a large dataset of customer information. Data profiling involves examining the dataset to understand the types of data it contains, such as the range of ages, the distribution of customer locations, and the completeness of the data (e.g., any missing values).



Next: Data Interpretation



**@belgaregmohamedamine**  
Data Analyst & BI Developer

2

# Data Interpretation

Making sense of data and deriving meaningful insights.



**Example:** After analyzing sales data, you notice a spike in sales during the holiday season. Data interpretation involves understanding why this spike occurred, perhaps due to holiday promotions, and using this insight to inform future marketing strategies.



Next: Data Manipulation



**@belgaregmohamedamine**  
Data Analyst & BI Developer

3

# Data Manipulation

Transforming and restructuring data to make it suitable for analysis.

**Example:** You receive raw sales data that includes multiple formats for dates and inconsistent product names. Data manipulation would involve standardizing the date formats and cleaning up the product names so that the data is uniform and ready for analysis.



Next: Exploratory Data...

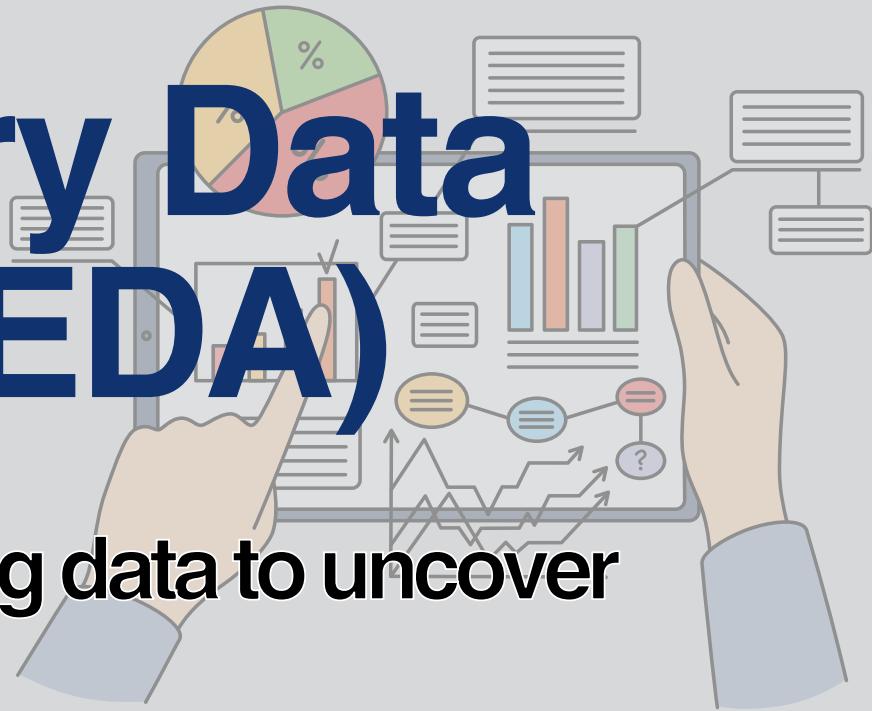


@belgaregmohamedamine  
Data Analyst & BI Developer

4

# Exploratory Data Analysis (EDA)

Examining and visualizing data to uncover patterns and insights.



**Example:** You create scatter plots and histograms of your sales data to identify any trends or outliers. EDA helps you discover relationships in the data, like whether higher advertising spend is correlated with increased sales.



Next: Data Interpretation



**@belgaregmohamedamine**  
Data Analyst & BI Developer

5

# Data Mining

**Discovering patterns and extracting useful information from large datasets**

**Example:** Using data mining techniques, you analyze customer transaction data to identify frequently bought together items. This information can be used to suggest product pairings in a retail setting.



**Next: Data Storytelling**

**@belgaregmohamedamine**  
Data Analyst & BI Developer

6

# Data Storytelling

**Conveying insights and findings from data in a compelling narrative format.**



**Example:** After analyzing sales trends, you create a story that explains how customer preferences have shifted over time, using a combination of charts, graphs, and text to communicate these insights effectively to stakeholders.



**Next: Data Visualization**



**@belgaregmohamedamine**  
Data Analyst & BI Developer

7

# Data Visualization

Graphical representation of data to facilitate understanding and decision-making.



**Example:** You create a dashboard that displays key performance indicators (KPIs) like sales growth, customer acquisition, and profit margins using bar charts, pie charts, and line graphs, making it easier for managers to make informed decisions.



Next: Data Validation



**@belgaregmohamedamine**  
Data Analyst & BI Developer

8

# Data Validation

**Ensuring that data is accurate, consistent, and reliable.**



**Example:** Before analyzing customer feedback data, you validate the data by checking for any inconsistencies, duplicate entries, or errors to ensure that your analysis is based on accurate information.



Next:  Contact



**@belgaregmoahamedamine**  
Data Analyst & BI Developer

# Contact

If you have any questions or want to connect,  
feel free to reach out!



Mohamed Amine Belgareg



belgaregmoahamedamine@outlook.fr



mohamed-amine-belgareg-bi-analyst



<https://belgaregmoahamedamine.netlify.app/>



#DataAnalysis #LearningJourney #Analytics #DataSkills  
#CareerGrowth #DataJobs