# Reading list: *Advancing into Analytics*

The following lists referenced in *Advancing into Analytics: From Excel to Python and R*, sorted by title. To learn more about *Advancing into Analytics*, including how to **read it for free**, visit stringfestanalytics.com/book/. However you decide to read this and these other books, *please leave a review* for them to help other data analysts identify the best resources.

- *Advanced R, 2nd edition* by Hadley Wickham (Chapman & Hall). Take your R programming skills to the next level.
- *Bayesian Statistics the Fun Way* by Will Kurt (No Starch Press). A creative, even zany approach to this fascinating school of statistical thinking.
- *Ethics and Data Science* by Mike Loukides et al. (O'Reilly). This white paper encapsulates the growing demand for ethics in how we collect and use data.
- *Excel 2019 Bible* by Michael Alexander et al. (Wiley). A one-stop resource for building Excel skills. I suggest readers who don't meet the Excel prerequisites for *Advancing into Analytics* start here.
- *Experimentation Works: The Surprising Power of Business Experiments* by Stefan H. Thomke (Harvard Business Review Press). Learn a bit about experiment design in business to avoid the "garbage in, garbage out" principle with your data.
- *Exploratory Data Analysis* by John Tukey (Addison-Wesley). This book and author is where exploratory data analysis got its name.
- *Fundamentals of Data Visualization* by Claus O. Wilke (O'Reilly). Fast-paced but information-dense primer on data visualization — which is not an optional skillset for data analysts!
- *ggplot2: Elegant Graphics for Data Analysis* by Hadley Wickham (Springer). Deep dive into the powerful and elegant R plotting package.
- *Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow, 2nd edition* by Aurelien Geron (O'Reilly). A practical introduction to the influential world of machine learning, brought to you in Python.
- *Happy Git and GitHub for the useR* by Jenny Bryan et al. [no publisher]. This free online resource is a great overview of pairing R and Studio with Git and GitHub.
- *Learning SQL, 3rd edition* by Alan Beaulieu (O'Reilly). A short but sweet introduction to SQL. *Advancing into Analytics* doesn't cover SQL, but it's something new data analysts need to learn.
- *Make It Stick: The Science of Successful Learning* by Peter C. Brown et al. (Belknap Press). A fascinating overview of learning science; well-researched but not stodgy.
- *Practical Statistics for Data Scientists, 2nd edition* by Peter Bruce et al. (O'Reilly). Bridge your statistical thinking into data science and machine learning in both R and Python.
- *Python for Data Analysis, 2nd edition* by Wes McKinney (O'Reilly). The authoritative book on pandas, written by the package's author.

- *Python for Excel* by Felix Zumstein (O'Reilly). A deep dive into automating and augmenting your Excel work with the Python programming language.
- *Python in a Nutshell* by Alex Martelli et al (O'Reilly). Come here for quick tidbits and references along your Python journey.
- *R for Data Science* by Hadley Wickham and Garrett Grolemund (O'Reilly). Perhaps the most influential title on data visualization, analysis and modeling in R.
- *Regression Analysis Microsoft Excel* by Conrad Carlberg (Que). A comprehensive look at linear regression, the grand-daddy of data analytics.
- *Statistics in a Nutshell* by Sarah Boslaugh (O'Reilly). A handy reference of statistics... and you won't advance far into analytics without statistics.
- *Version Control with Git, 2nd edition* by Jon Loeliger and Matthew McCullough (O'Reilly). A thorough introduction to version control as implemented in Git and GitHub.

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