STRINGFEST ANALYTICS

What is the data analytics stack?

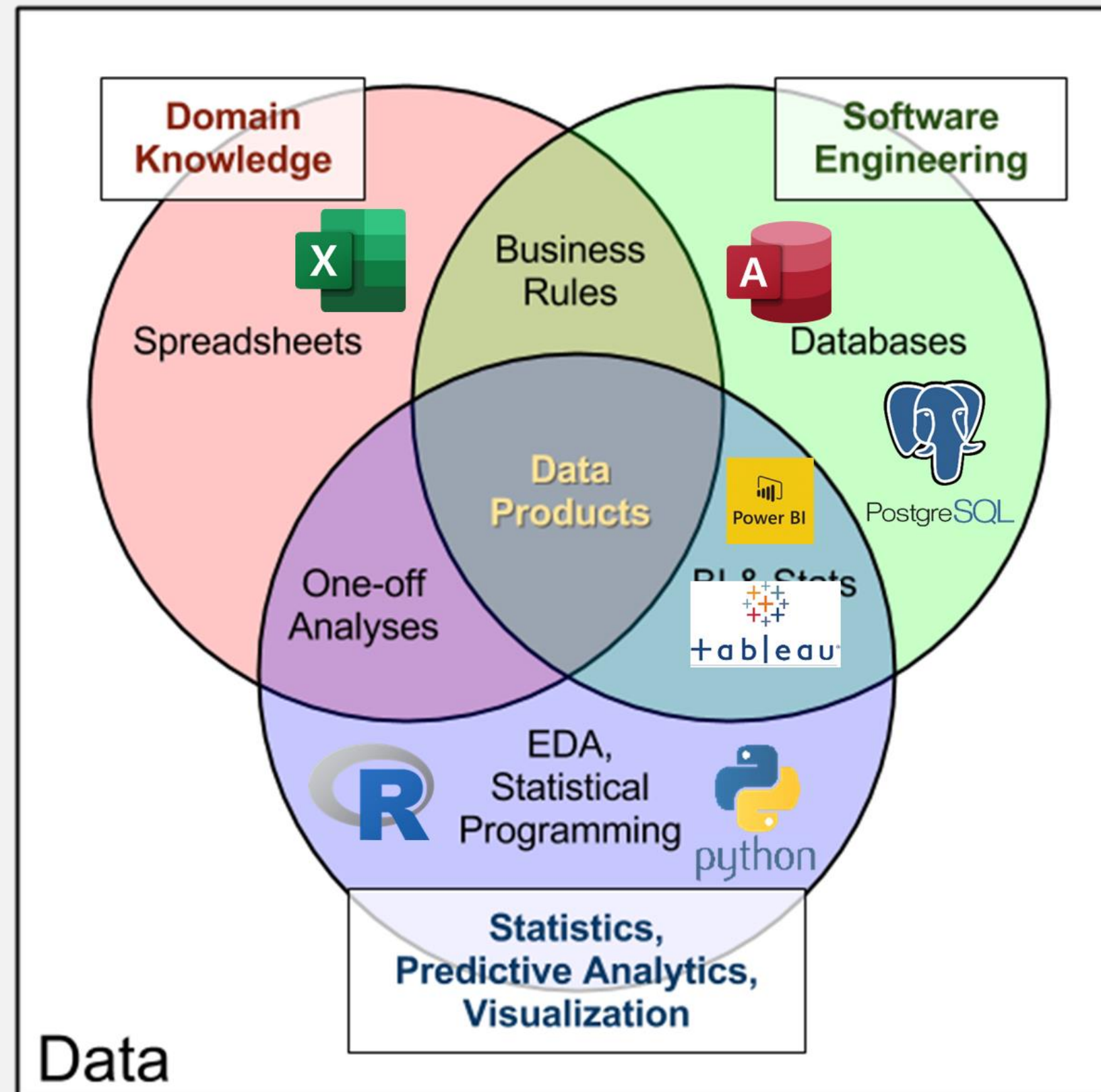# Analytics problem-solving: context is king

"The poor craftsman blames his tools"

but also

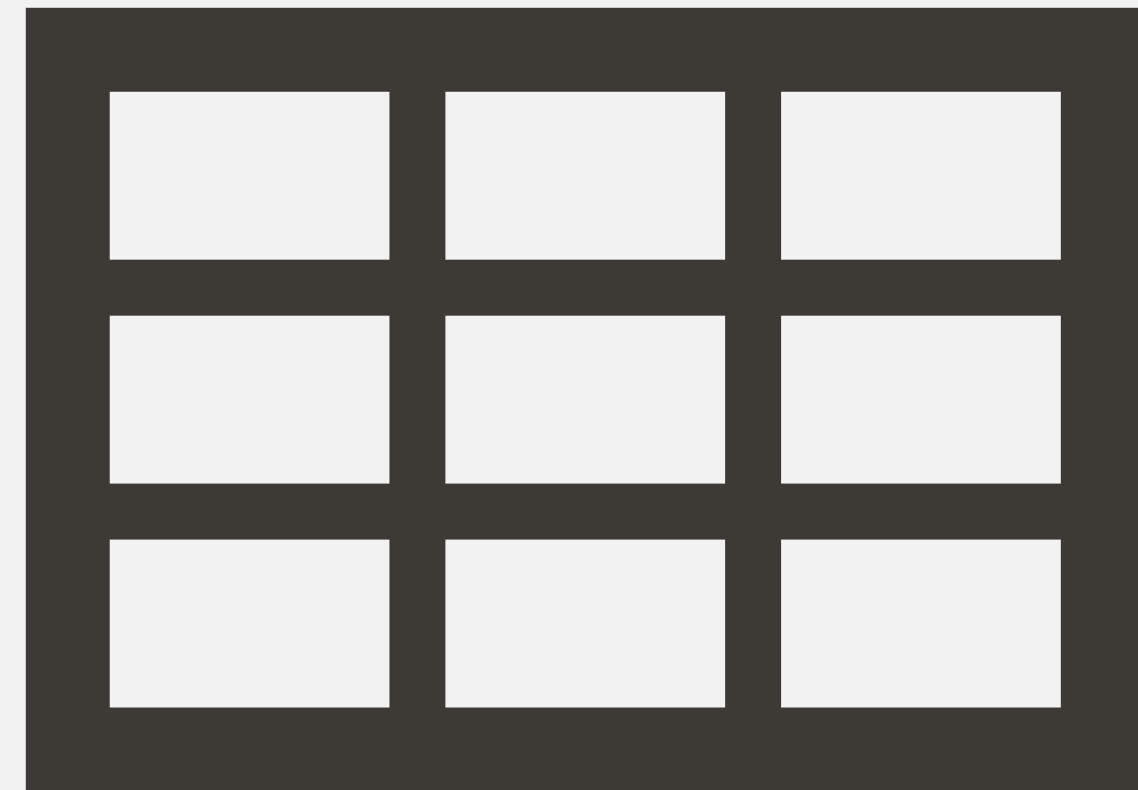"If the only tool you have is a hammer, everything looks like a nail"

The data products Venn diagram

Spreadsheets

- Flexible, easy-to-use
- Great for back-of-the-envelope calculations and prototyping
- Easy data entry
- Lacks data quality, storage & delivery methods

Databases

- Data integrity at scale
- Unparalleled data storage & delivery
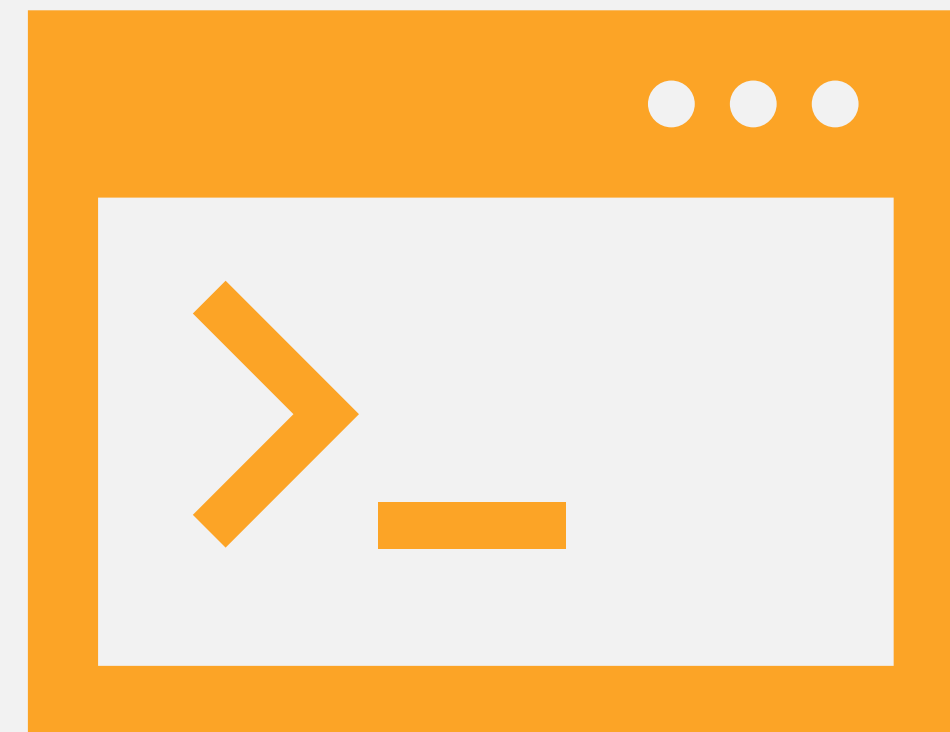- Limited data *analysis*

Dashboards & BI platforms

- Broad category: visualization software to data warehouses
- Democratized data visualization
- Improved reporting & analysis distribution
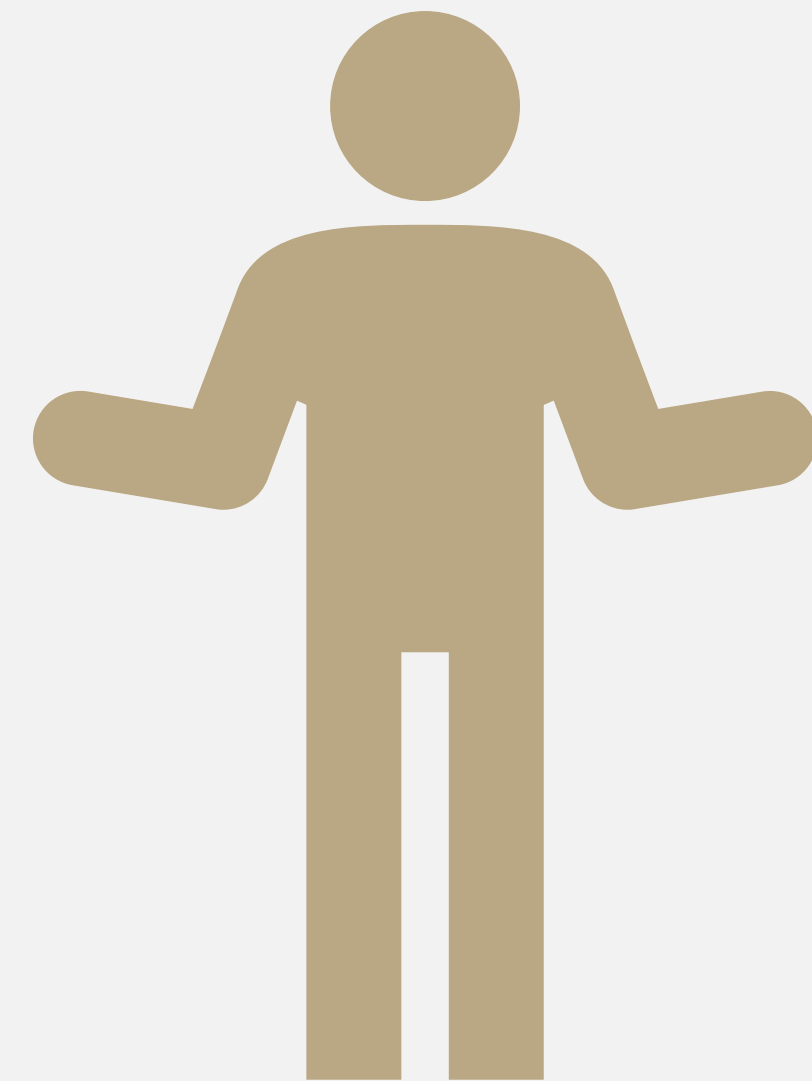- Can be expensive & inflexible

Programming languages

- Basis for reproducible analysis
- Gateway to advanced statistics & analytics
- Often open-source and free
- Steep learning curve: what is the ROI?

No slice is "better" than another!

- Each slice has pros and cons
- "Python is better than Excel" becomes a meaningless statement... *better for what*?
  - Context matters – they're all slices of the same stack!

Remaining platform agnostic

- Some "stacks" work better together...
- Some tools are preferred to others...
- ... *focus on mastering the wisdom of context first*

LET'S TALK

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