

## Introduction to Data Analytics for NYC Parks

Follow along at: <http://bit.ly/data-analytics-parks>

Password: data4parks

### Key Questions from the Morning

- The Value of Data
- What is Analysis?



## Our Method for Generating Ideas (Brainstorming)

**Ideate** - Generate at least 3 ideas (ideally more), each on their own Post-It Notes

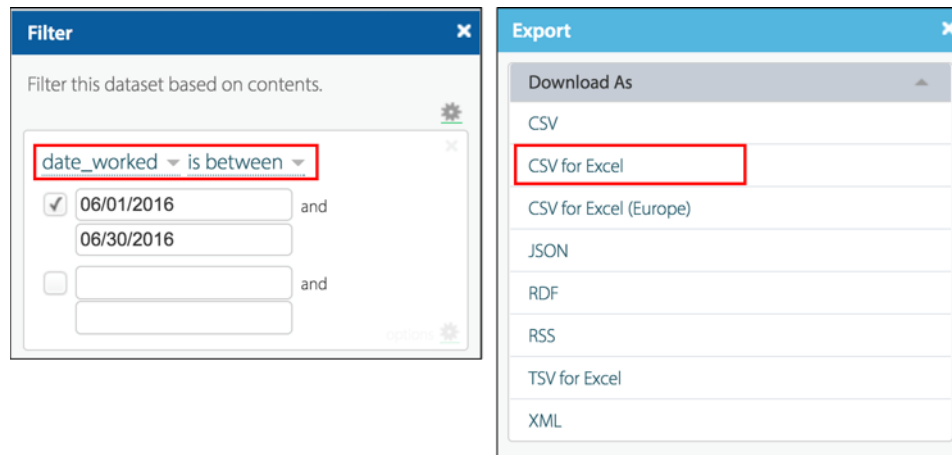
**Discuss** - Review the ideas generated

**Decide** - Come to a consensus as a group

## Process Mapping Steps

- Identify the key challenge
- Identify the outcome
- Identify the outcome measures (outputs)
- Identify the key inputs (data)
- Brainstorm key steps to get inputs to the output

## Filter for Daily Tasks FY2016 data from NYC Open Data Portal



### Key Excel Functions

**=SUM():** Calculates the sum for a range of numbers

**=COUNT():** Counts the number of cells containing numbers in a range

**=COUNTA():** Counts the number of non-blank cells in a range

**=HOUR():** Extracts the hour from a timestamp

**=WEEKDAY():** Extracts the day of the week from a timestamp

**=CHOOSE():** Uses an index number to return a result from an ordered list of values

**=MID():** Select a specified number of characters from a text string

**=LEFT():** Select a specified number of characters from the beginning of a text string

**=RIGHT():** Select a specified number of characters from the end of a text string

**=FIND():** Find the location of a given character in a text string

**=CONCATENATE():** Combine characters together into a text string

**=VLOOKUP():** An operation to look up a value in another location based on an index value

**=IF():** A function for logical comparison between values to return a desired result given a particular condition

## Civic Analytics Typology



Based on the work of City of New Orleans, Office of Performance and Accountability  
Graphics: Copyright © Harvard University Ash Center (Used with Permission)

## Analytics Value Chain

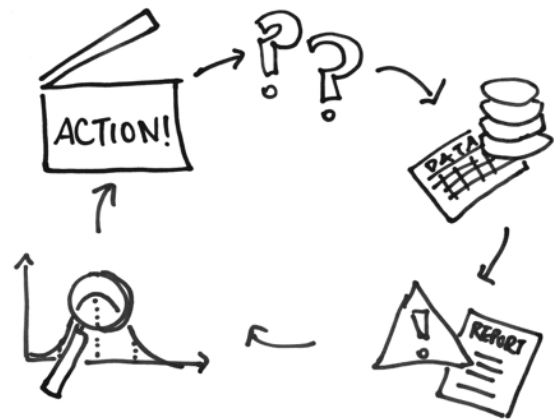


Image by Julia Marden  
[julia@tinypanther.com](mailto:julia@tinypanther.com)

### Resources

- **Microsoft Office Support** (<http://office.microsoft.com/en-us/support/>) - Documentation on various MS Office products
- **Design Kit** (<http://www.designkit.org/>) - Resource for design thinking techniques like the ones we covered today
- **Excel Tips** (<http://excel.tips.net/>) - Various tips and tricks for using Excel
- **Data Science Cheatsheet** (<https://github.com/govex/Data-Science>) - Includes various terms and concepts related to data science
- **Datapolitan Training Classes** (<http://training.datapolitan.com>)

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## Your Notes