



# Data Visualization

# Agenda

1. Average Salaries in Egypt
2. Data Analysis Steps
3. Why build visuals and stream?
4. Questions



# Average Salaries

# Data Analyst Average Salaries: Egypt 26/09/23

Experience

All years of Experience



Industry

All industries



**EGP 27,000** / mo



Very High Confidence

Total Pay

**EGP 9,000** / mo

Base Pay

**EGP 27,000** / mo



EGP 16K - EGP 45K

**EGP 18,000** / mo

Additional Pay



EGP 7K

EGP 124K



Most Likely Range



Possible Range

# Data Scientist Average Salaries: Egypt 24/09/2023

Experience

All years of Experience



Industry

All industries



**EGP 35,010** / mo



Very High Confidence

Total Pay

**EGP 12,000** / mo

Base Pay

**EGP 23,010** / mo

Additional Pay

**EGP 35,010** / mo



EGP 18K

EGP 63K



EGP 12K

EGP 95K



Most Likely Range



Possible Range



# Some Jobs for Data Analysts in Egypt: 19/10/2024


## Popular companies for a Data Analyst in Cairo, Egypt ⓘ

787 results

≡

Popular

▼



Vodafone 3.9 ★


EGP 11K - EGP 25K/mo Total Pay

EGP 15K Median

Data Analyst

Create job alert

3K open jobs




Telecom Egypt 3.5 ★

EGP 15K - EGP 34K/mo Total Pay

EGP 20K Median

Data Analyst

Create job alert



Banque Misr 3.7 ★


EGP 11K - EGP 30K/mo Total Pay

EGP 19K Median

Data Analyst

Create job alert

2 open jobs




Trella 3.9 ★

EGP 12K - EGP 33K/mo Total Pay

EGP 16K Median

Data Analyst

Create job alert



Huawei Technologies 3.6 ★


EGP 8K - EGP 10K/mo Total Pay

EGP 9K Median

Data Analyst

Create job alert

8 open jobs




AMAN Holding 3.5 ★

EGP 11K - EGP 12K/mo Total Pay

EGP 11K Median

Data Analyst

Create job alert




GoodsMart 3.8 ★

EGP 15K - EGP 15K/mo Total Pay

EGP 15K Median

Data Analyst

Create job alert




Mozare3 3.3 ★

EGP 10K - EGP 10K/mo Total Pay

EGP 10K Median

Data Analyst

Create job alert



Bingo Global for Trading & Supplies 3.8 ★

EGP 8K - EGP 10K/mo Total Pay

EGP 9K Median

Data Analyst

Create job alert



# Data Analysis Steps



# Data Analysis Steps (From Udacity Nanodegree) - 1

Lesson 1:  
The Data Analysis Process

SEARCH

RESOURCES

CONCEPTS

✓ 1. Handoff to Juno Lee

✓ 2. Lesson Overview

✓ 3. Problems Solved by Data Analysts

✓ 4. Setting Up Your Programming E...

✓ 5. Data Analysis Process Overview

✓ 6. Data Analysis Process Quiz

✓ 7. Packages Overview

✓ 8. Packages Overview Quiz

✓ 9. Asking Questions

✓ 10. Questions for a Dataset

✓ 11. Data Wrangling and EDA

≡

Data Analysis Process Overview

visualiz 1/3 ^ v x

Step 1: Ask questions

Either you're given data and ask questions based on it, or you ask questions first and gather data based on that later. In both cases, great questions help you focus on relevant parts of your data and direct your analysis towards meaningful insights.

Step 2: Wrangle data

You get the data you need in a form you can work with in three steps: gather, assess, clean. You gather the data you need to answer your questions, assess your data to identify any problems in your data's quality or structure, and clean your data by modifying, replacing, or removing data to ensure that your dataset is of the highest quality and as well-structured as possible.

Step 3: Perform EDA (Exploratory Data Analysis)

You explore and then augment your data to maximize the potential of your analyses, visualizations, and models. Exploring involves finding patterns in your data, visualizing relationships in your data, and building intuition about what you're working with. After exploring, you can do things like remove outliers and create better features from your data, also known as feature engineering.

Step 4: Draw conclusions (or even make predictions)

This step is typically approached with machine learning or inferential statistics that are beyond the scope of this course, which will focus on drawing conclusions with descriptive statistics.

More on machine learning: [Machine Learning Engineer Nanodegree](#)

Step 5: Communicate your results

You often need to justify and convey meaning in the insights you've found. Or, if your end goal is to build a system, you usually need to share what you've built, explain how you reached design decisions, and report how well it performs. There are many ways to communicate your results: reports, slide decks, blog posts, emails, presentations, or even conversations. Data visualization will always be very valuable.

Before walking through each of these steps with real datasets using Python, let's build a bit of



# Data Analysis Steps (From Udacity Nanodegree) - 2

**1. Question**

**2. Wrangle**

**3. Explore**

**4. Draw Conclusions**

**5. Communicate**

# Data Analysis Steps (From Udacity Nanodegree) - 3

## **Step 1:** Ask Questions

- Given data then ask questions, or
- Ask questions then **gather** data

## **Step 2:** Wrangle Data

- a. **Gather** data to answer question
- b. **Assess** data to identify any problems in your **data's quality** or structure
- c. **Clean** data by modifying, replacing, or removing data

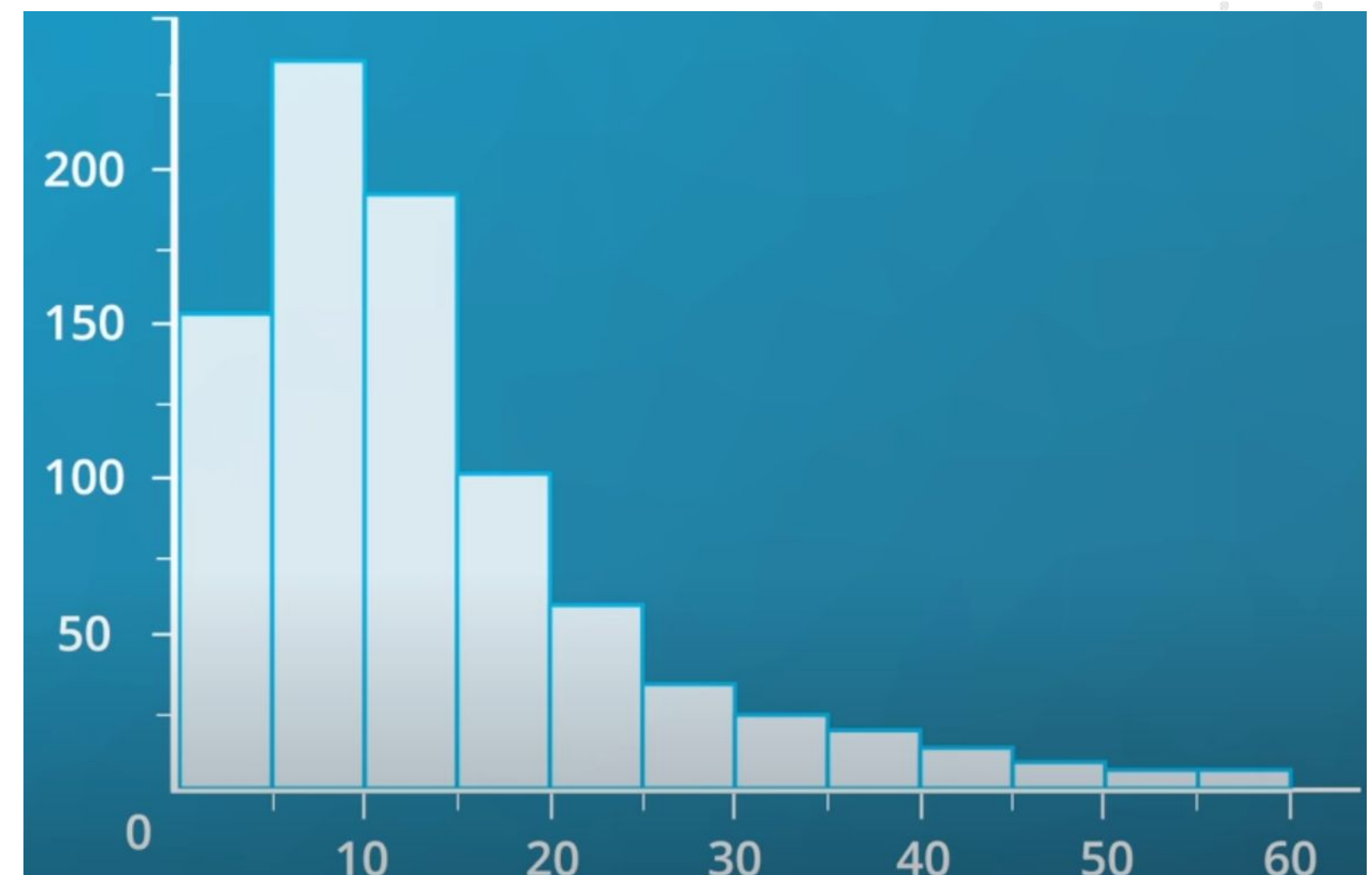
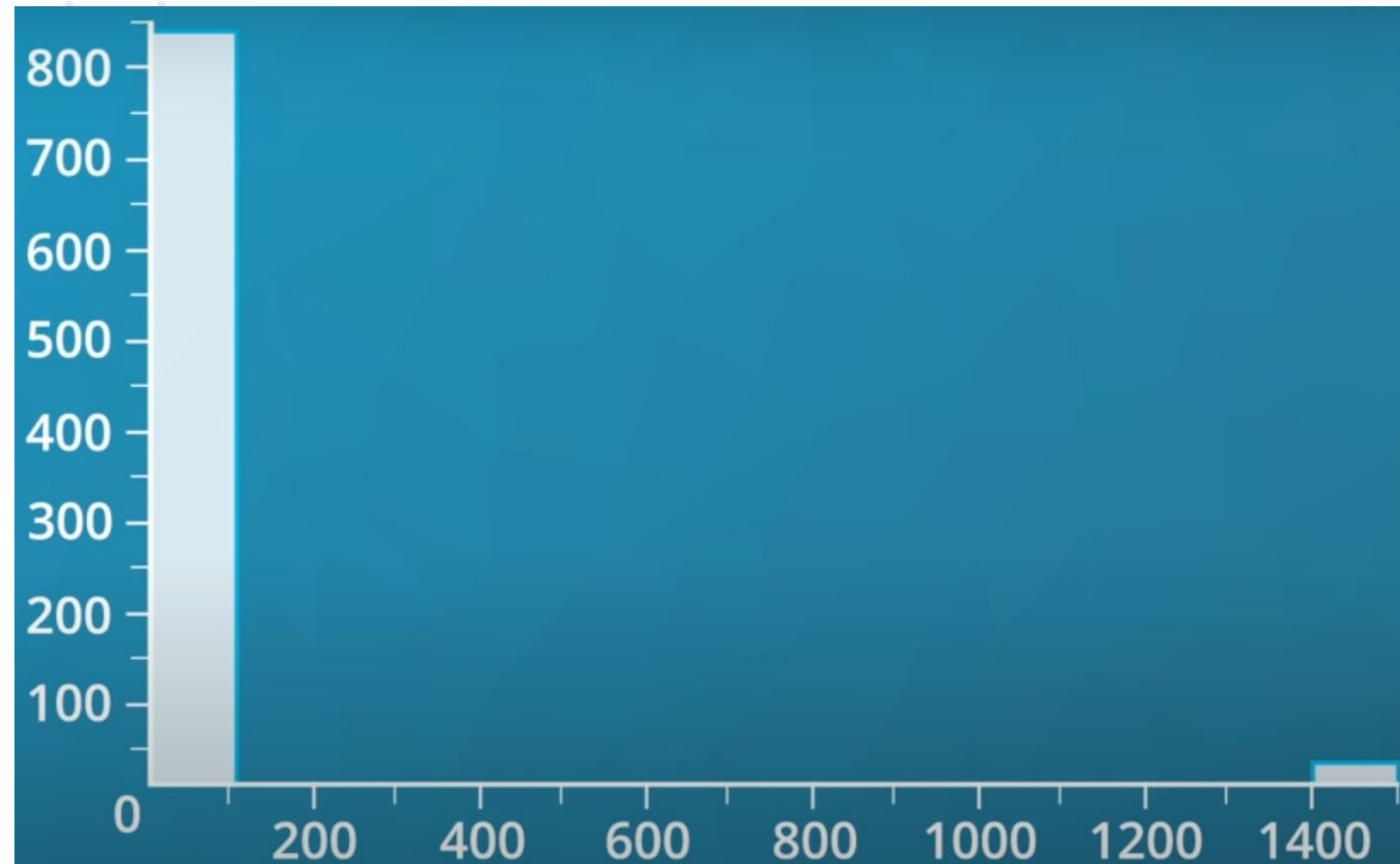
# Data Analysis Steps (From Udacity Nanodegree) - 4

## **Step 3:** Perform Exploratory Data Analysis (EDA)

- **Explore then augment** data to maximize the potential of:
  - analyses & visualizations & models
- **Exploring** involves:
  - finding **patterns** in data
  - **visualizing** relationships in data
  - building **intuition** about what you're working with
- **After Exploring (optional)**
  - **Remove Outliers:**
  - **Feature Engineering:** create better features from data



# Remove Outliers



# Data Analysis Steps (From Udacity Nanodegree) - 5

## **Step 4:** Draw Conclusions (or even make predictions)

- typically approached with **ML** or **inferential statistics**

## **Step 5:** Communicate Results

- often need to **justify** and **convey** meaning in the insights
- if your end goal is to build a system, you usually need to:
  - **share** what you've built
  - **explain** how you reached design decisions
  - **report** how well it performs
- communicate results by: report | slides | presentation | post | email | conversation
- **Data Visualization** will always be very valuable



# Data Analysis Life Cycle (From EMC) - 1

Foundations: Data, Data, Every... > Week 1 > Origins of the data analysis process

## Understanding the data ecosystem

**Video:** What is the data ecosystem?

4 min

**Video:** How data informs better decisions

4 min

**Reading:** Data and gut instinct

10 min

**Reading:** Origins of the data analysis process

20 min

**Practice Quiz:** Test your knowledge on the data ecosystem

4 questions

Program expectations and proper use of the discussion forum

## EMC's data analysis life cycle

EMC Corporation's data analytics life cycle is cyclical with six steps:

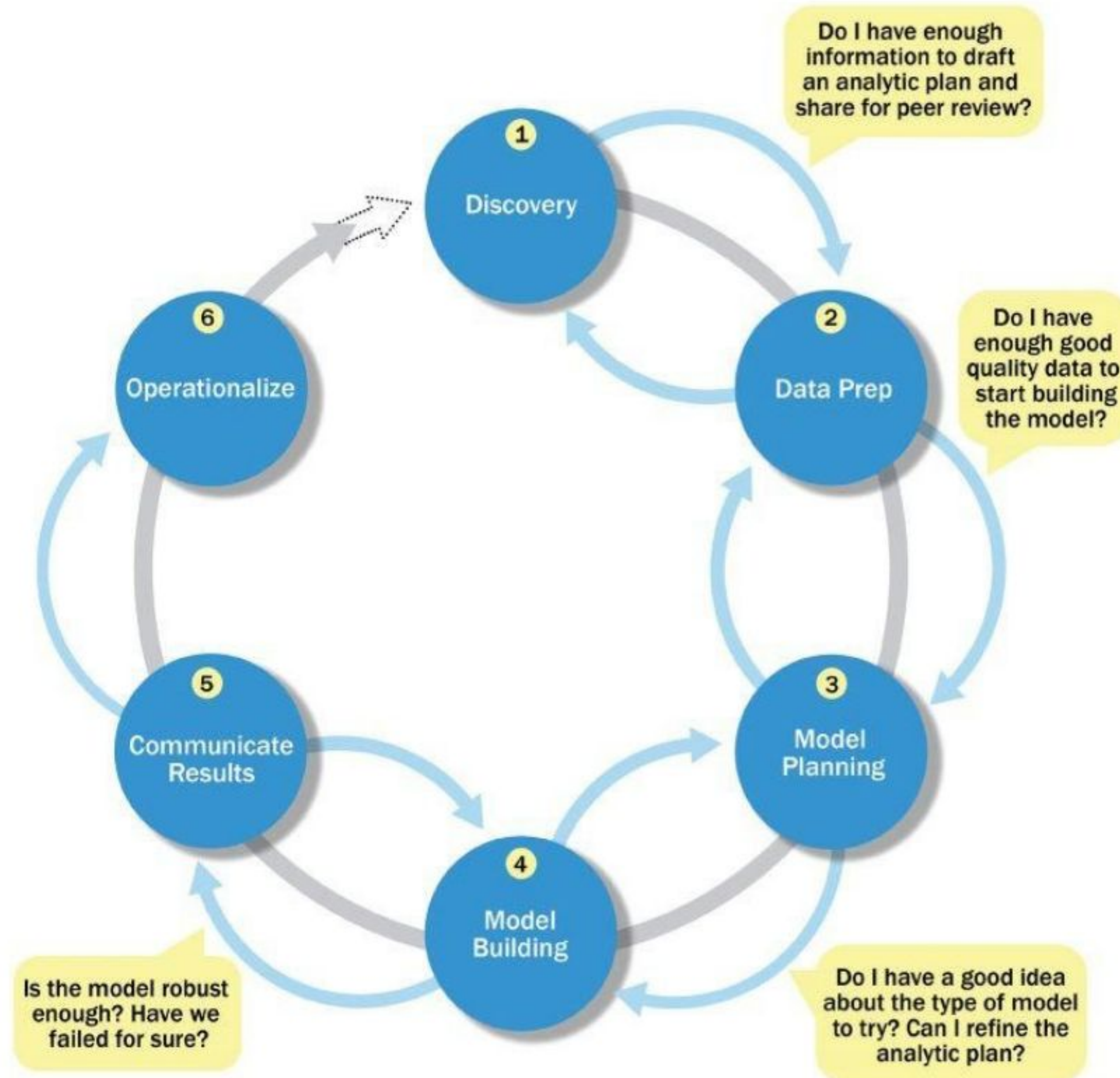
1. Discovery
2. Pre-processing data
3. Model planning
4. Model building
5. Communicate results
6. Operationalize

EMC Corporation is now Dell EMC. This model, created by David Dietrich, reflects the cyclical nature of real-world projects. The phases aren't static milestones; each step connects and leads to the next, and eventually repeats. Key questions help analysts test whether they have accomplished enough to move forward and ensure that teams have spent enough time on each of the phases and don't start modeling before the data is ready. It is a little different from the data analysis life cycle this program is based on, but it has some core ideas in common: the first phase is interested in discovering and asking questions; data has to be prepared before it can be analyzed and used; and then findings should be shared and acted on.

For more information, refer to this e-book, [Data Science & Big Data Analytics](#).



# Data Analysis Life Cycle (From EMC) - 2



# Data Analysis Life Cycle (From EMC) - 3

## Phase 1: Discovery

- team **learns** the **business** domain
- team **assesses** the **resources** available to support the project
- **framing** the **business problem** as an **analytics challenge**
- **formulating** initial **hypotheses** to test and begin learning the data.

# Data Analysis Life Cycle (From EMC) - 4

## Phase 2: Data Preparation

- presence of an **analytic sandbox**
- Execute ELT or ETL to get data into the **sandbox**
  - Extract, Transform and Load (**ETL**)
  - Extract, Load, and Transform (**ELT**)
  - Data should be **transformed** so the team can work with it and analyze it
- team also needs to familiarize itself with the data thoroughly
- team may perform data **visualizations** to help understand the data,
  - including its trends, outliers, and relationships among data variables



# Data Analysis Life Cycle (From EMC) - 5

## Phase 3: Model Planning

- team **determines** the **methods**, **techniques**, and **workflow** it intends to follow
- team **explores** the **data** to learn about the relationships between variables
- Objective of the **data exploration** in this phase
  - understand relationships among variables to inform selection of the variables
  - A common way to conduct this step is to perform data **visualizations**

## Phase 4: Model Building

- team **develops datasets** for training, validation, and testing
- team **builds/executes models** based on the work done in Model Planning
- team **considers** whether its existing **tools** will suffice for running the models

# Data Analysis Life Cycle (From EMC) - 6

## Phase 5: Communicate Results

- team **determines** if the **results** of the project are a **success** or a failure
- team **identify** key **findings**
- team **quantify** the **business value**
- team **develop** a **narrative** to summarize and convey findings to stakeholders
  - use data **visualization** to convey findings to stakeholders
- The deliverable of this phase will be the **most visible** portion of the process to the outside stakeholders and sponsors

# Data Analysis Life Cycle (From EMC) - 7

## Phase 6: Operationalize

- team **delivers** final reports, briefings, code, and technical documents
- team may **run** a **pilot** project to implement the models in production
- Presentation for project sponsors:
  - contains high-level takeaways for executive level stakeholders,
  - with a few key messages to aid their decision-making process.
  - Focus on clean/easy **visuals** for presenter to explain and for the viewer to grasp
- Use imagery or data **visualization** when possible.
  - Although it may take more time to develop imagery,
  - people remember mental pictures to demonstrate a point more than long lists



# Data Analysis Life Cycle (From Google Data Analytics Certificate) - 1

coursera



Search in course

Search

Foundations: Data, Data, Every... > Week 1 > Origins of the data analysis process

## Understanding the data ecosystem

- ✓ **Video:** What is the data ecosystem?  
4 min
- ✓ **Video:** How data informs better decisions  
4 min
- ✓ **Reading:** Data and gut instinct  
10 min
- ✓ **Reading:** Origins of the data analysis process  
20 min
- 📋 **Practice Quiz:** Test your knowledge on the data ecosystem  
4 questions

## Program expectations and proper use of the discussion forum

It is time to enter the **data analysis life cycle**—the process of going from data to decision. Data goes through several phases as it gets created, consumed, tested, processed, and reused. With a life cycle model, all key team members can drive success by planning work both up front and at the end of the data analysis process. While the data analysis life cycle is well known among experts, there isn't a single defined structure of those phases. There might not be one single architecture that's uniformly followed by every data analysis expert, but there are some shared fundamentals in every data analysis process. This reading provides an overview of several, starting with the process that forms the foundation of the Google Data Analytics Certificate.

The process presented as part of the Google Data Analytics Certificate is one that will be valuable to you as you keep moving forward in your career:

1. **Ask:** Business Challenge/Objective/Question
2. **Prepare:** Data generation, collection, storage, and data management
3. **Process:** Data cleaning/data integrity
4. **Analyze:** Data exploration, visualization, and analysis
5. **Share:** Communicating and interpreting results
6. **Act:** Putting your insights to work to solve the problem

Understanding this process—and all of the iterations that helped make it popular—will be a big part of guiding your own analysis and your work in this program. Let's go over a few other variations of the data analysis life cycle.

# Data Analysis Life Cycle

## (From Google Data Analytics Certificate) - 2

**1. Ask**

**2. Prepare**

**3. Process**

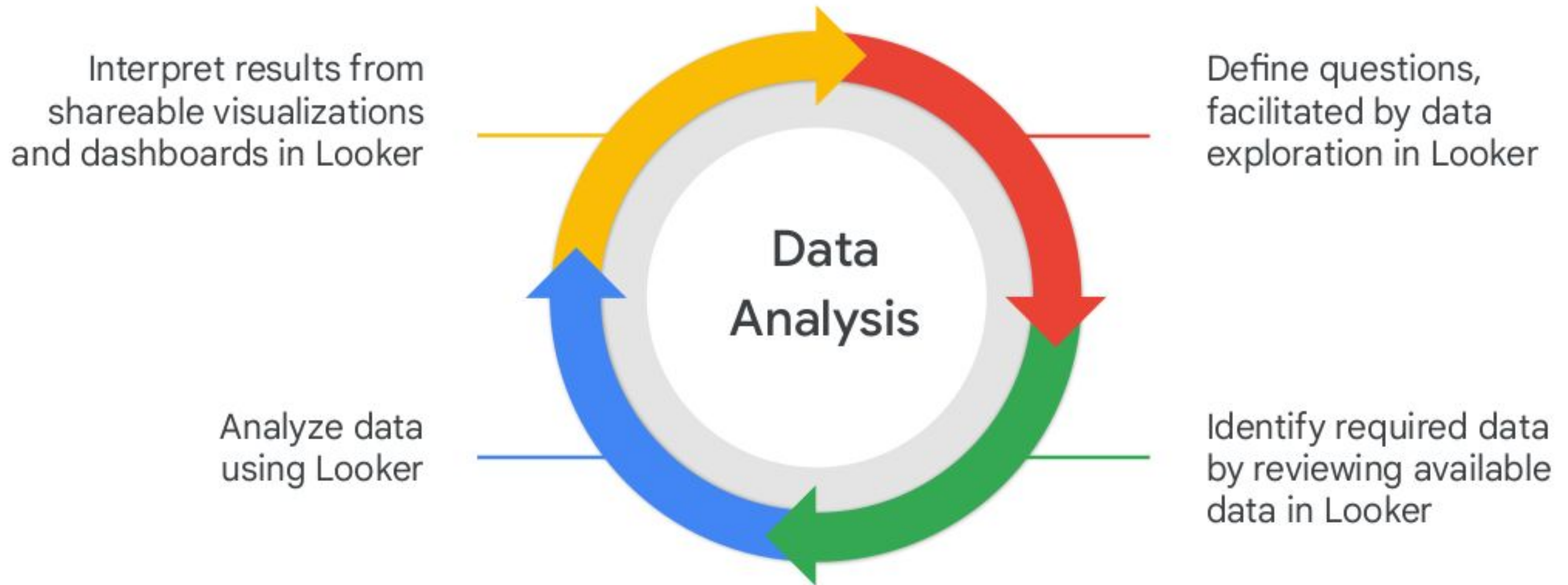
**4. Analyse**

**5. Share**

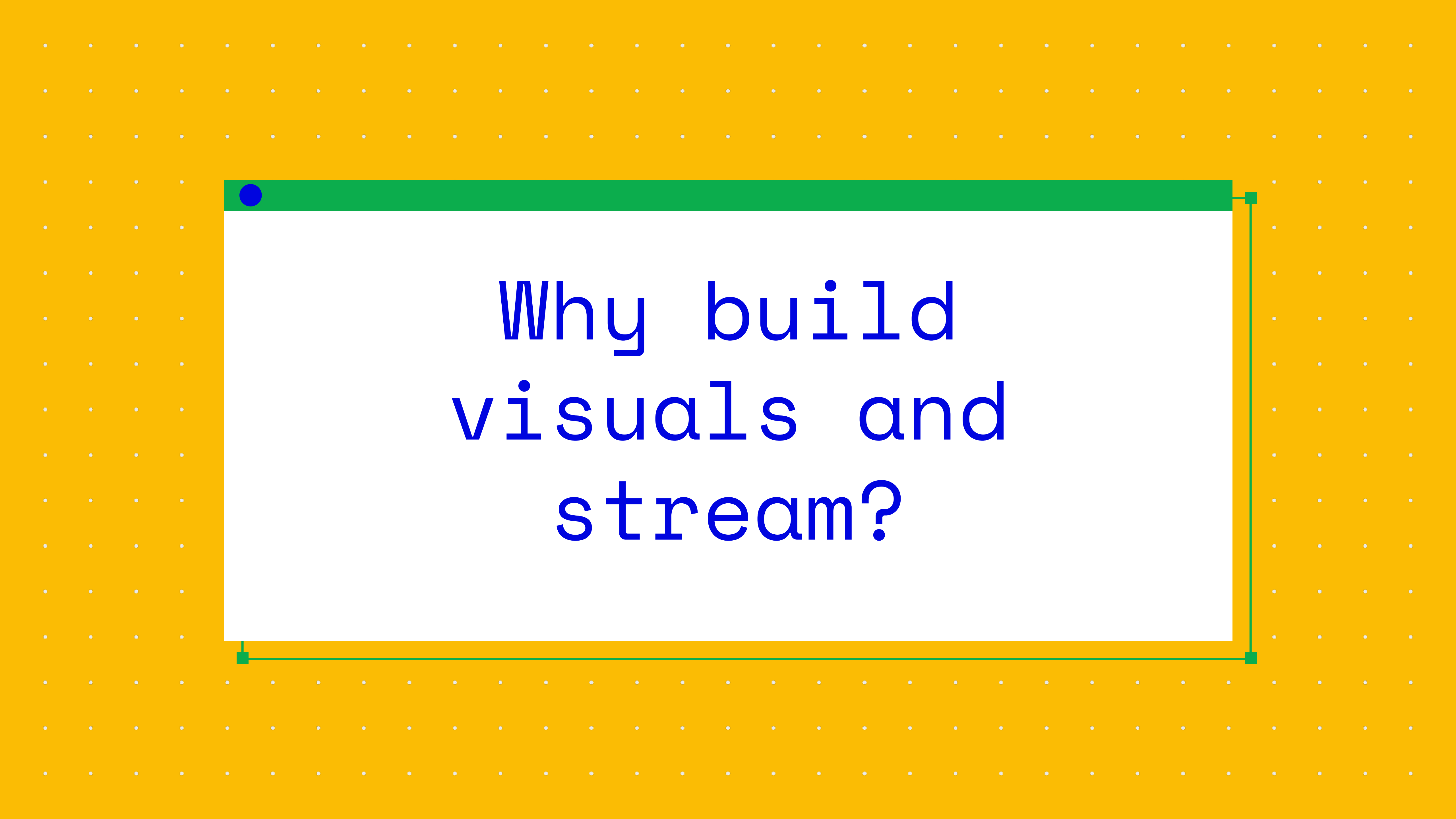
**6. Act**



# Role of Looker in the Data Analysis Process







Why build  
visuals and  
stream?

# Why build visuals?

- A picture is worth a thousand words
- For Exploratory Data Analysis (EDA)
- Communicate data clearly
- Support recommendations to different stakeholders
- Share unbiased representation of data (What is your opinion?)

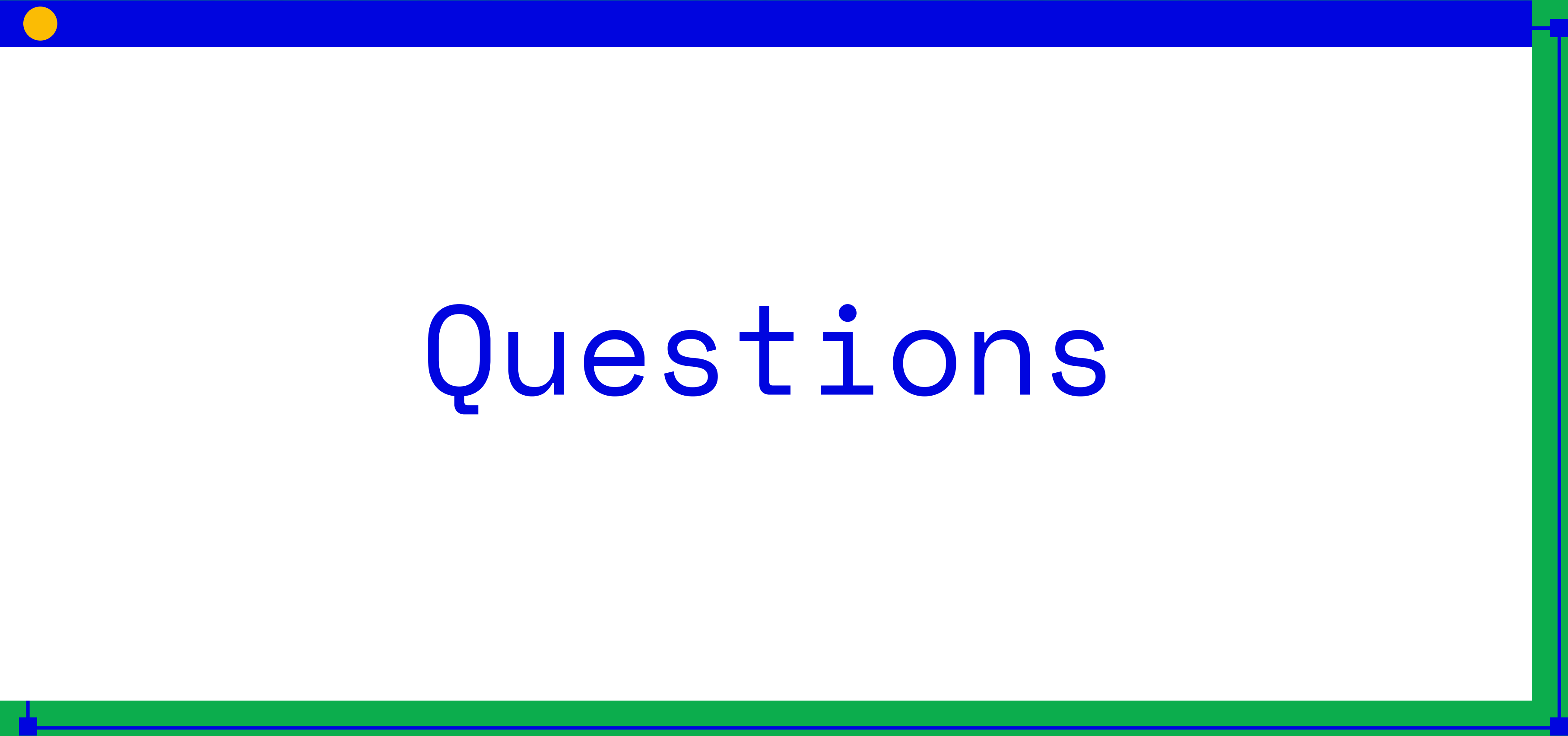
# Why do we stream data?

- Get real-time info in a dashboard or another means
- Make decisions in real-time
- If data comes in late, it's no longer valuable
  - especially during an emergency
- **Example** in cybersecurity: New York City Cyber Command
  - 5 or 6 TB on weekdays during peak times & 2 or 3 TB on weekends
  - **Security Analysts** can access the data in several ways:
    - run queries in the data warehouse
    - use other tools that will provide **visualizations** of the data
    - Check for example: **Splunk Certified Cybersecurity Defense Analyst**



# Data Warehousing Example: BigQuery Sandbox

- BigQuery vs BigQuery Sandbox
- BigQuery Sandbox Limitation
  - 10 GB of active storage
  - 1 TB of processed query data each month
  - Any table, view, or partition expires after 60 days
  - No support for:
    - Streaming Data
    - Data Manipulation Language (DML)
    - BigQuery Data Transfer Service



# Questions

# Links

<https://github.com/fcai-b/dv>



# References

1. <https://www.udacity.com/course/data-analyst-nanodegree--nd002>
  - Udacity Nanodegree
2. <https://www.coursera.org/learn/foundations-data>
  - Google Data Analytics Professional Certificate - 1st Course
3. <https://cloud.google.com/bigquery/docs/sandbox>
  - BigQuery Sandbox