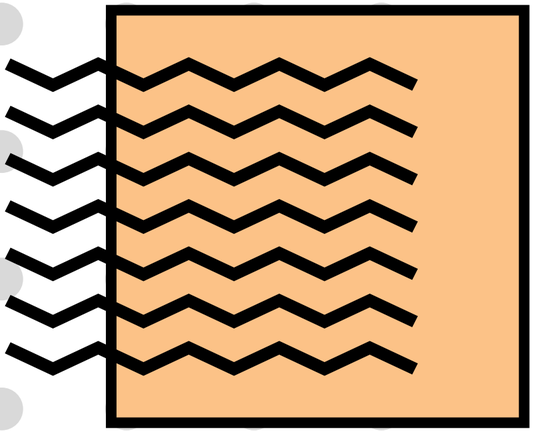


MY FIELD OF INTEREST

By: FIZA RASHEED (19SW48)

TABLE OF CONTENT

INTRODUCING MY SELF

HELLO, THIS IS FIZA RASHEED

A Software Engineering Undergraduate from Mehran University of Engineering and Technology pursuing Data Analytics as my career field.
In my presentation, I have explained about my field of interest and how I get there because as every person has his/her story I have my story too to let you people know how Data Analytics become my field despite of so many other fields. Also, I have mentioned some key features that you people will find interesting to choose this field for your future.

DATA ANALYTICS

ABOUT THIS FIELD

Data analytics is the process of examining, cleaning, transforming, and modeling data in order to extract useful information, draw conclusions, and support decision-making. It involves the use of statistical and computational methods to analyze large sets of data, often with the aim of identifying patterns, trends, and relationships that can be used to gain insights and inform business or organizational strategies.

LETS EXPLORE FURTHER

HOW I GET THERE?

Being an undergraduate, securing high score in exams is not enough you need to explore, choose your field of interest and start working on it as your career field.

SO, LETS HAVE A LOOK ON HOW I STARTED MY JOURNEY

HOW I GET THERE?

01

WEBSITE DEVELOPEMENT

So, initially my field of interest was website development .I spent more than 2 years in learning and exploring it but at the end the only thought that came into my mind was programming is not my kind of thing. So I switched my filed.

02

DEVOPS

After web development, I found Devops very interesting so I switched to it but due to its time taking learning path, I lost my interest in this field too.

03

DATA ANALYTICS

After Devops, I became very demotivated in my journey. Soon after, I heard from some of my friends about Data Analytics I found this field as my kind of thing. I explored it by my own and finally started it as my career field and still doing it with full interest.

WHAT IS FASCINATING INTO THIS FIELD

Being an IT student we are always taught that you should be good programmer and programming is the only field that one should pursue in her/his career but in my point of view this is not the case. There are many other fields apart from programming that you can choose and develop your interest in. Data analytics is one of them.

SO, LETS SEE WHAT'S FASCINATING FOR YOU IN THIS FIELD

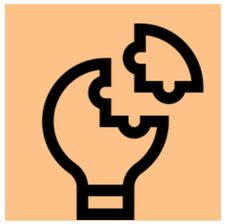
VISUALIZATIONS

You can create visualizations that can help to understand complex data and identify patterns and relationships.

VARIETY OF FIELDS

Data analytics is a versatile field that spans across many industries, including healthcare, finance, marketing, and technology. This provides an opportunity for data analysts to work in diverse environments and gain experience in different areas.

COMPLEX PROBLEM SOLVING

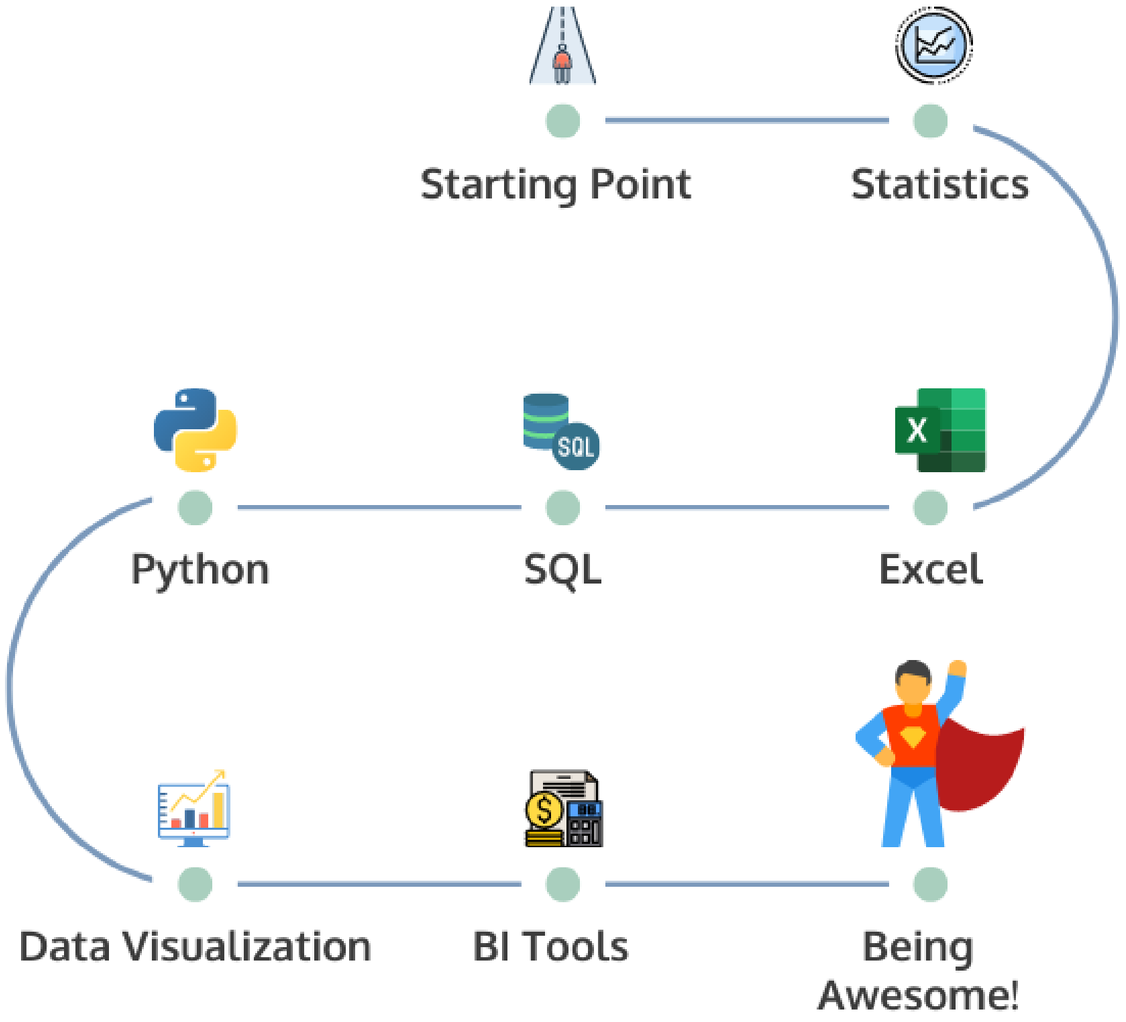


Data Analysis requires a combination of analytical skills, critical thinking, and creativity to extract insights from data that can help solve complex business problems.

CALCULATIONS

You don't need to use your mind for building logics because not everyone is capable of this.You only need to perform basic statistics.

Roadmap to Become a Data Analyst



LearnSQL.com

ROADMAP TO BECOME DATA ANALYST

01 LEARN STATISTICS

-Basic mathematical operations
-Mean,Median and Mode
-Graphs/charts

02 GET REALLY GOOD AT EXCEL

-Pivot table and Pivot charts
-Conditional Formatting
-Excel functions
-Excel formulas
-Macros
-Visual Basics for Application(VBA)
-Building Dashboards

03 LEARN SQL

-SQL basics
-SQL Joins
-SQL Aggregations
-SQL Data Cleaning
-Window functions

04 DIG INTO PYTHON AND R

-Clean data using python/R
-Visualize data using python/R
-Explore data using python/R
-Develop machine learning algorithms using python

05 DISCOVER DATA VISLUALIZATION

Build interactive dashboards using
-Excel
-Python/R
-Tableau

06 LEARN BI TOOLS

-Tableau
-Microsoft Power BI
-Oracle Analytics Cloud
-Qlik
-Domo

PROS OF DATA ANALYTICS

COST SAVINGS

Data analytics can help businesses identify areas where they can reduce costs, such as by optimizing their supply chain or identifying areas of waste.

INNOVATION

Data analytics can help businesses identify new opportunities for innovation, such as developing new products or services based on customer needs or market trends.

IMPROVED DECISION MAKING

By analyzing data, businesses can make informed decisions based on objective insights rather than intuition or guesswork.

BETTER RISK MANAGEMENT

By analyzing data, businesses can identify potential risks and take proactive measures to mitigate them, reducing the likelihood of financial losses or reputational damage.

CONS OF DATA ANALYTICS

DATA QAULITY ISSUES

Poor quality or incomplete data can lead to inaccurate or incomplete analysis, leading to erroneous conclusions and suboptimal decision-making.

BIASES

Data analytics relies heavily on the data available, and if the data is biased or incomplete, the analysis will be as well. Data scientists need to be aware of and address any biases in the data and analysis.

OVERRELLIANCE ON DATA

While data can be incredibly useful, it should not be the only factor considered in decision-making. It is important to balance data-driven insights with human judgment and intuition to ensure a well-rounded decision-making process.

TECHNICAL EXPERTISE

Data analytics requires specialized technical skills and expertise in statistical modeling, data visualization, and machine learning. This can be a significant barrier for organizations without a dedicated data analytics team or the budget to hire external experts.

FUTURE TRENDS

AI AND MACHINE LEARNING

As AI and machine learning technologies continue to advance, they will become increasingly important in data analytics. These technologies can help automate data analysis, identify patterns and trends, and make predictions and recommendations based on large and complex datasets.

EDGE COMPUTING

Edge computing involves processing data closer to its source, rather than sending it to a central server or cloud. This can help reduce latency and improve the speed of data processing and analysis, making it easier to extract real-time insights from large amounts of data.

BIG DATA VISUALIZATIONS

As datasets continue to grow in sizandcomplexity, data visualization will become increasingly important. New visualization tools and techniques will be developed to help analysts quickly and easily identify patterns and trends in large datasets, making it easier to extract actionable insights.

QUANTUM COMPUTING

Quantum computing is an emerging technology that could revolutionize data analytics by enabling faster and more powerful data processing. This could lead to new insights and discoveries that are currently impossible with existing computing technologies.

COLLABORATIVE ANALYTICS

Collaborative analytics involves bringing together experts from different fields to work together on data analysis. This can help ensure that the analysis is more holistic and takes into account a broader range of perspectives and expertise, leading to more accurate and insightful results.

ETHICS AND TRANSPARENCY

With the increasing importance of data in decision-making, there will be a greater focus on ethics and transparency in data analytics. This will include ensuring that data is collected and used ethically, protecting individuals' privacy, and providing clear and transparent explanations of how data is being used and analyzed.

FOR ANY QUERIES, CONTACT

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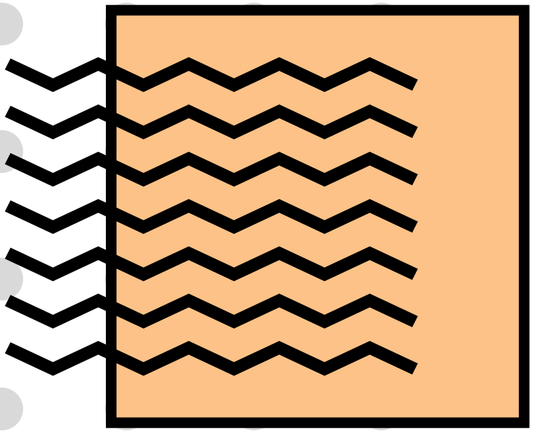

THANKS FOR WATCHING