

>>> neue fische

School and Pool for Digital Talent

Portrait of a Data Analyst



Today's Objective

After all this you will know why you are here!

- Why are data analysts necessary and why it is awesome to be a data analyst?
- What does an analyst do and what skills are needed?
- How does an analyst deliver value to stakeholders?
- How will you become a data analyst?

What we aim for today:

Being able to answer those questions and getting even more enthusiastic about becoming a Data Analyst!



**Data Analysts are key
to business success**



Data Analysts are key to Business Success

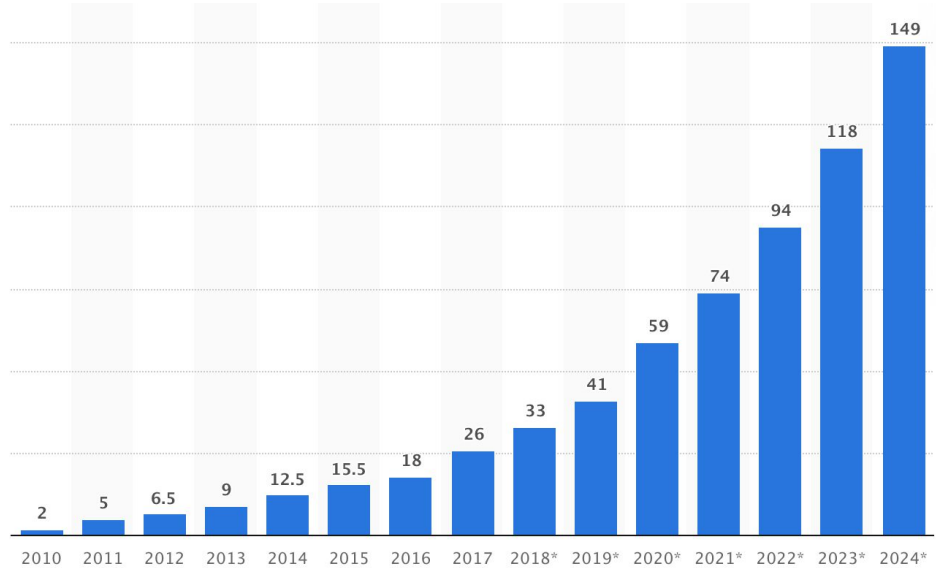
Because ...

1. Data sources are expanding and becoming more detailed
2. Organised Data is key to decision making
3. Specialised skills are needed to handle the complexity



1 - Data is huge and growing, prediction is improving

Volume of data created, captured, copied, and consumed worldwide (Zettabytes)



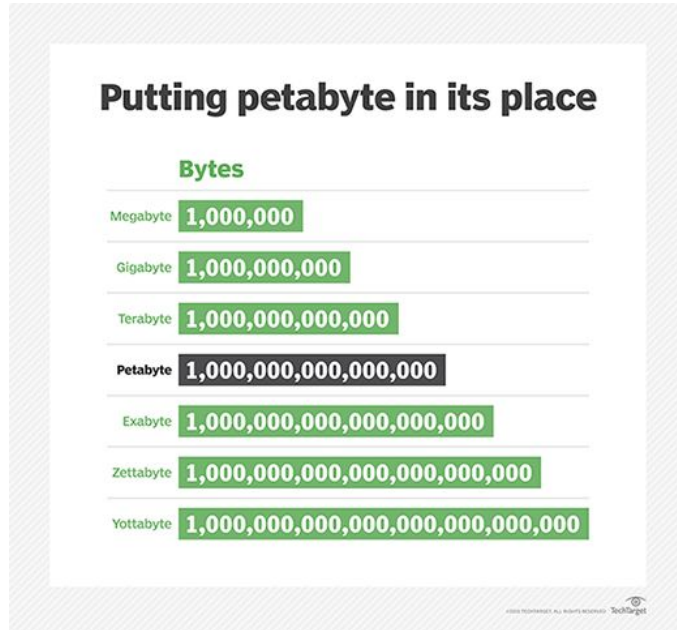
Source:

<https://www.statista.com/statistics/871513/worldwide-data-created/>

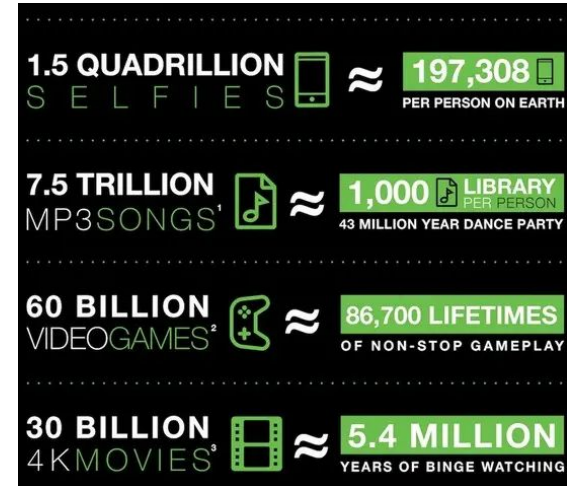
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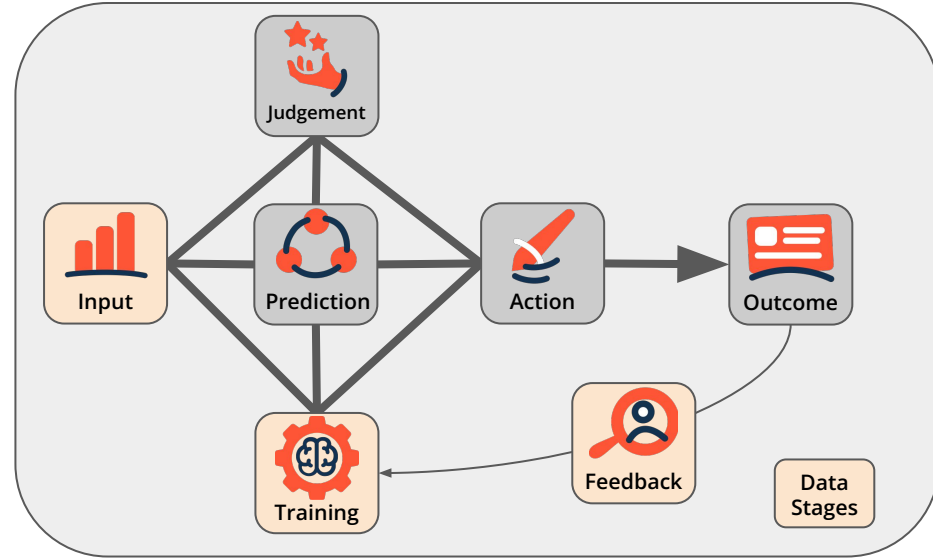


Putting it in context: 3 Zettabytes of data



2 - Decision making relies on data

- Different data is required for different purposes
- Importance of judgement increases as prediction is improved and automated



3 - Specialised skills are needed

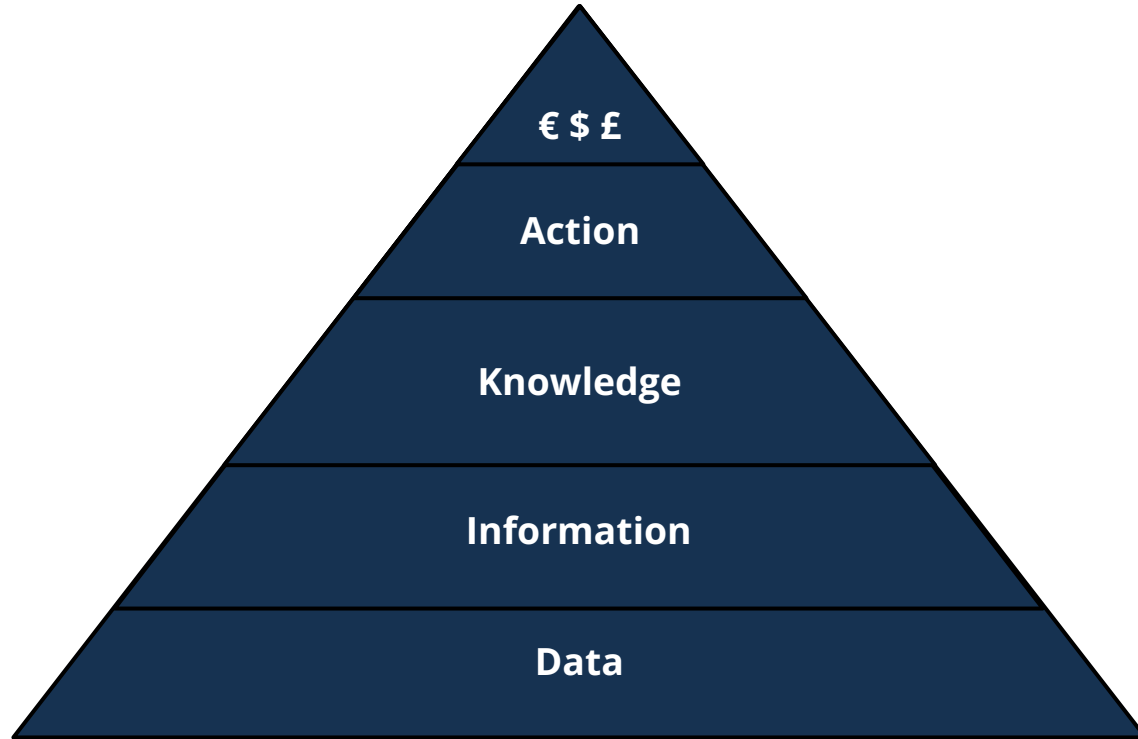
- Fluency in data is like fluency in a language
- Reduced barriers to entry open up risks of misunderstanding



**Data Analysts
facilitate the
transformation of
Data to Outcomes**

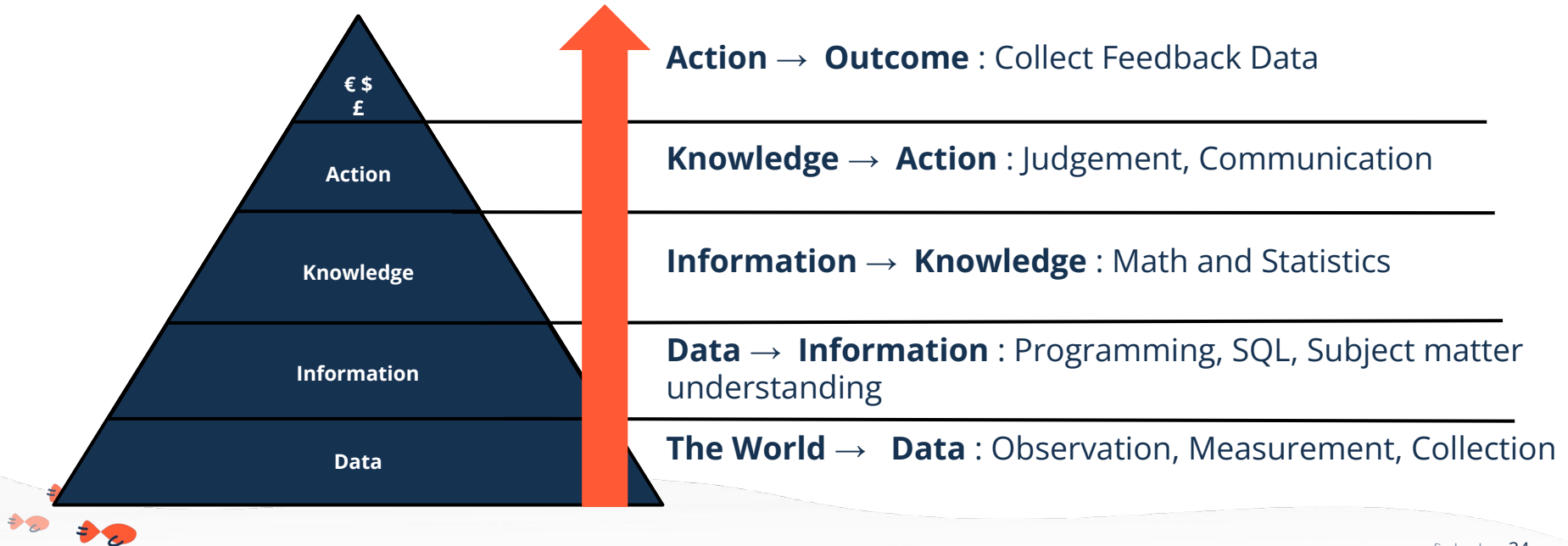


Data Analytics transform Data to Dollars

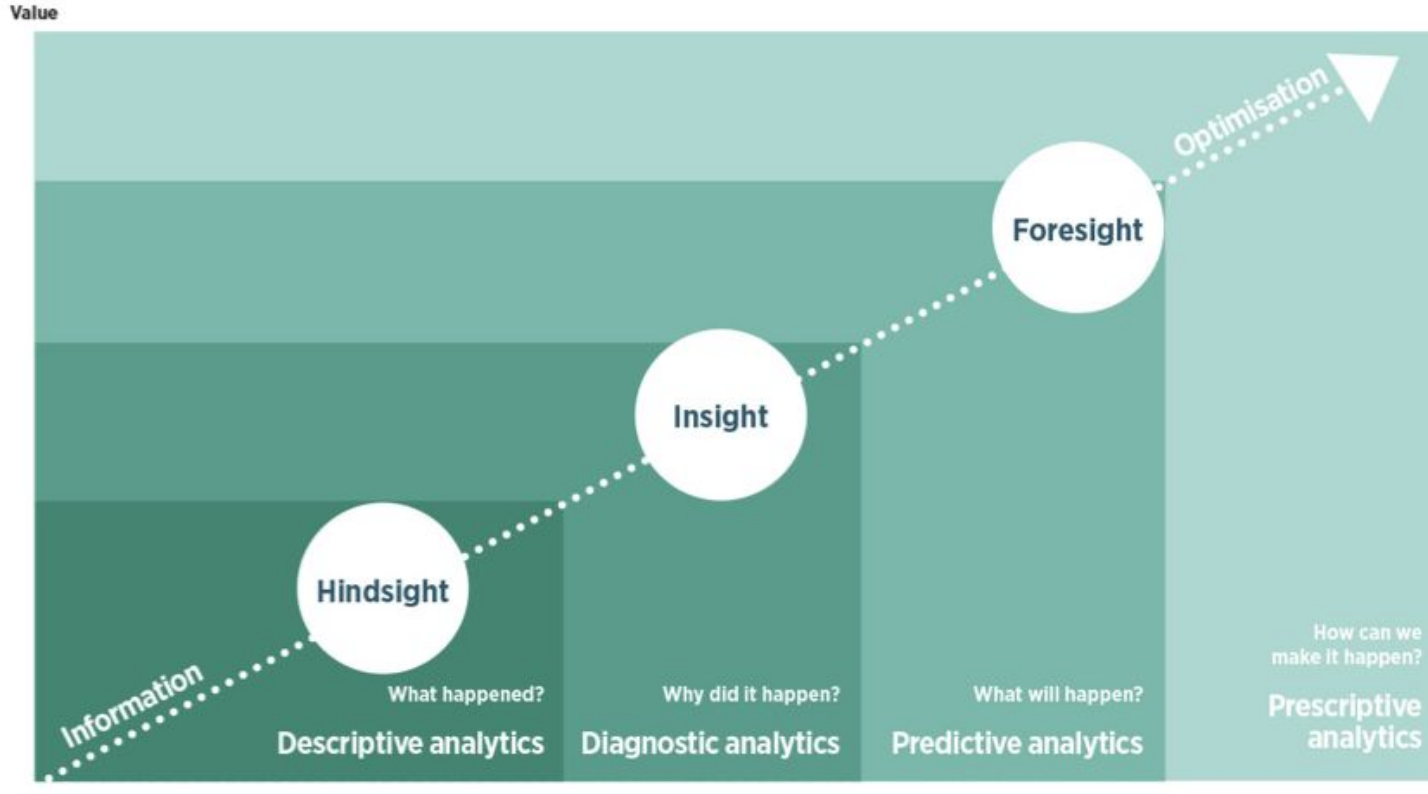


Data Analytics transform Data to Dollars

1 - Specialised skills are needed to progress up each step

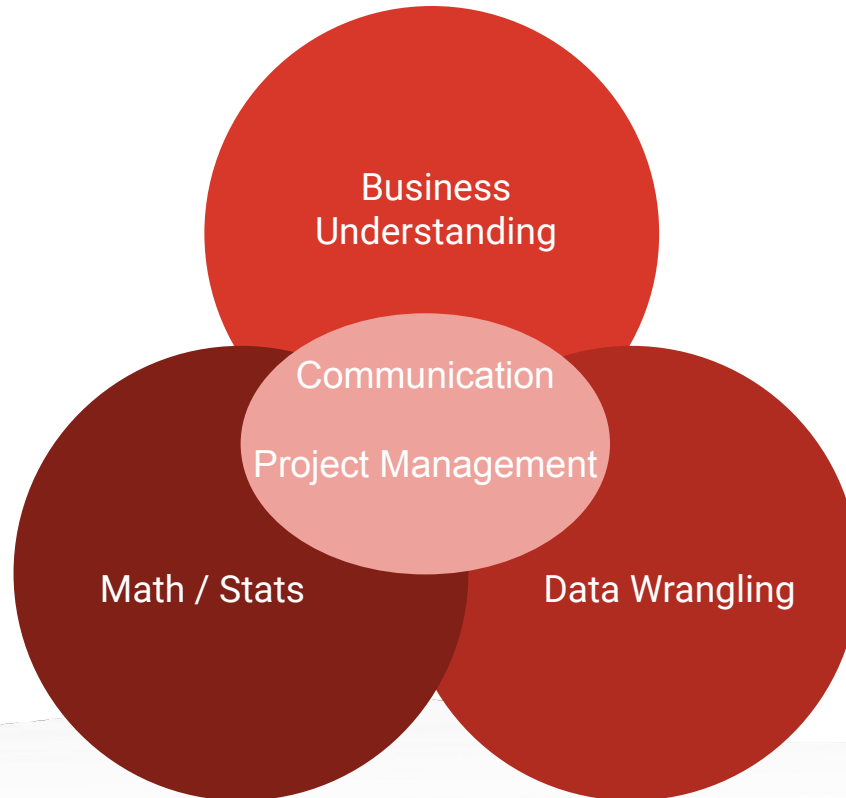


Analytics Hierarchy



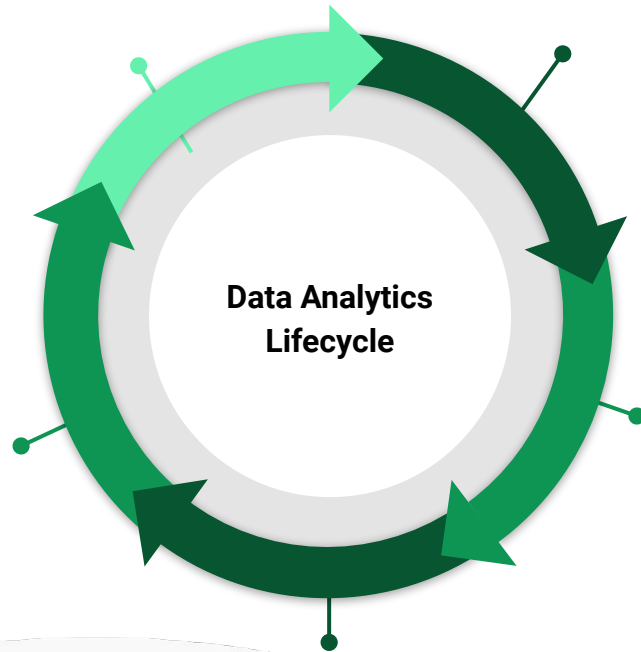
Data Analytics transform Data to Dollars

2 - Skills Matrix

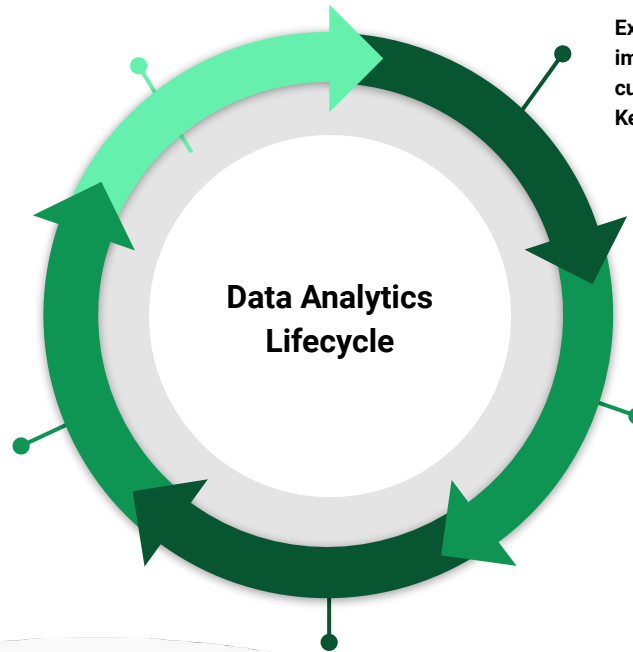


Data Analytics transform Data to Dollars

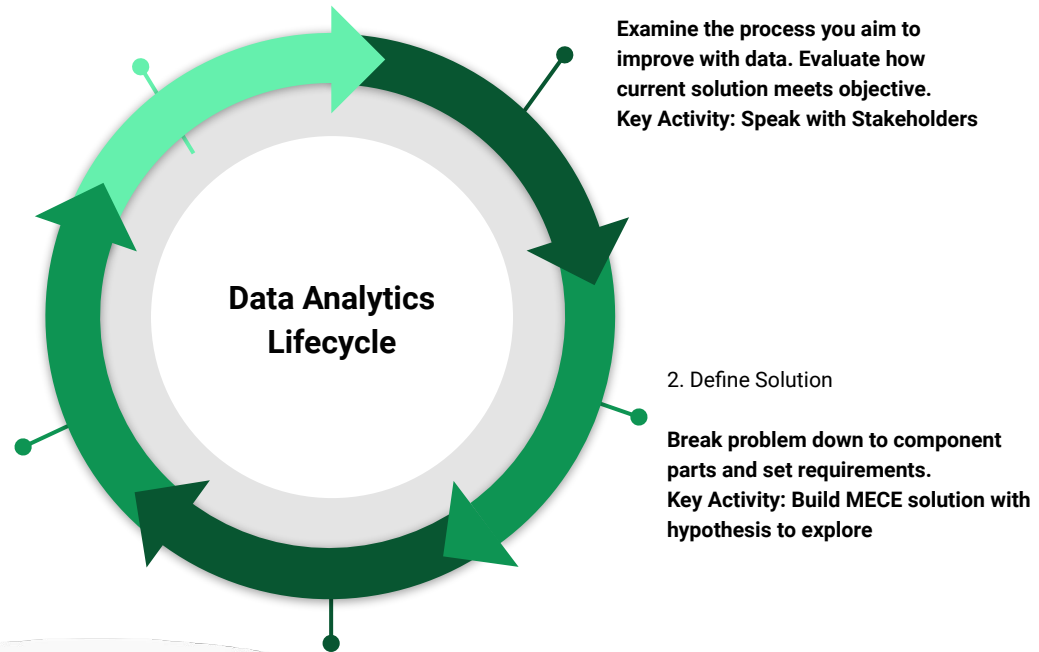
3 - The Analytics Workflow delivers value to stakeholders



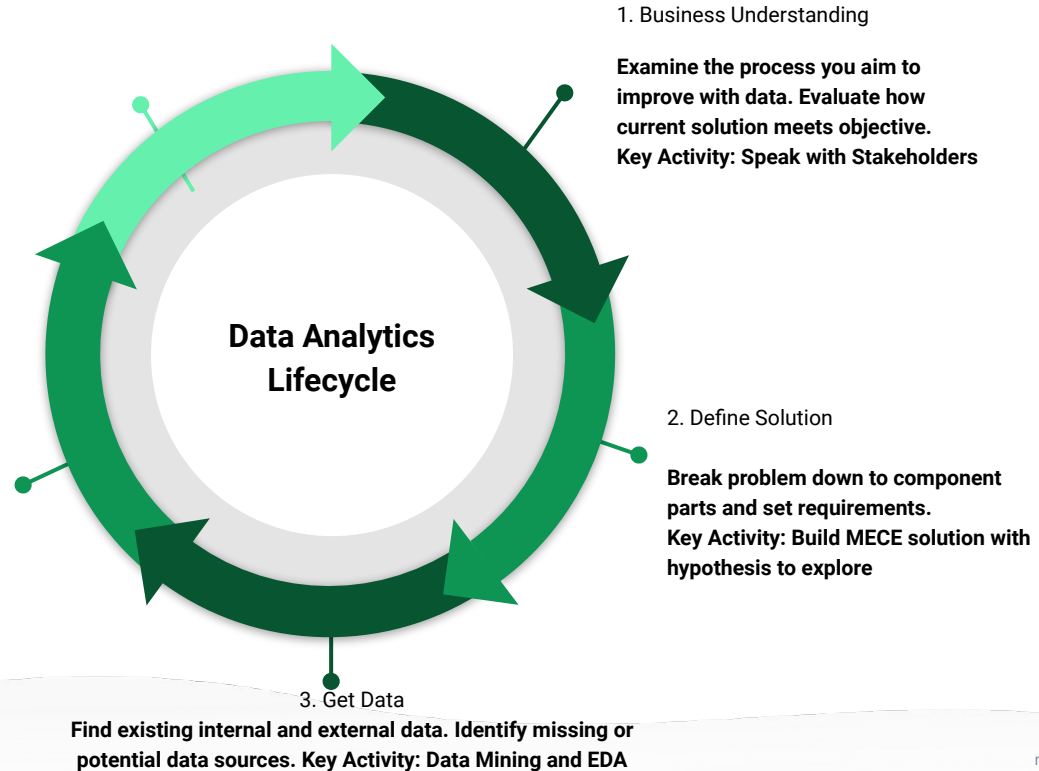
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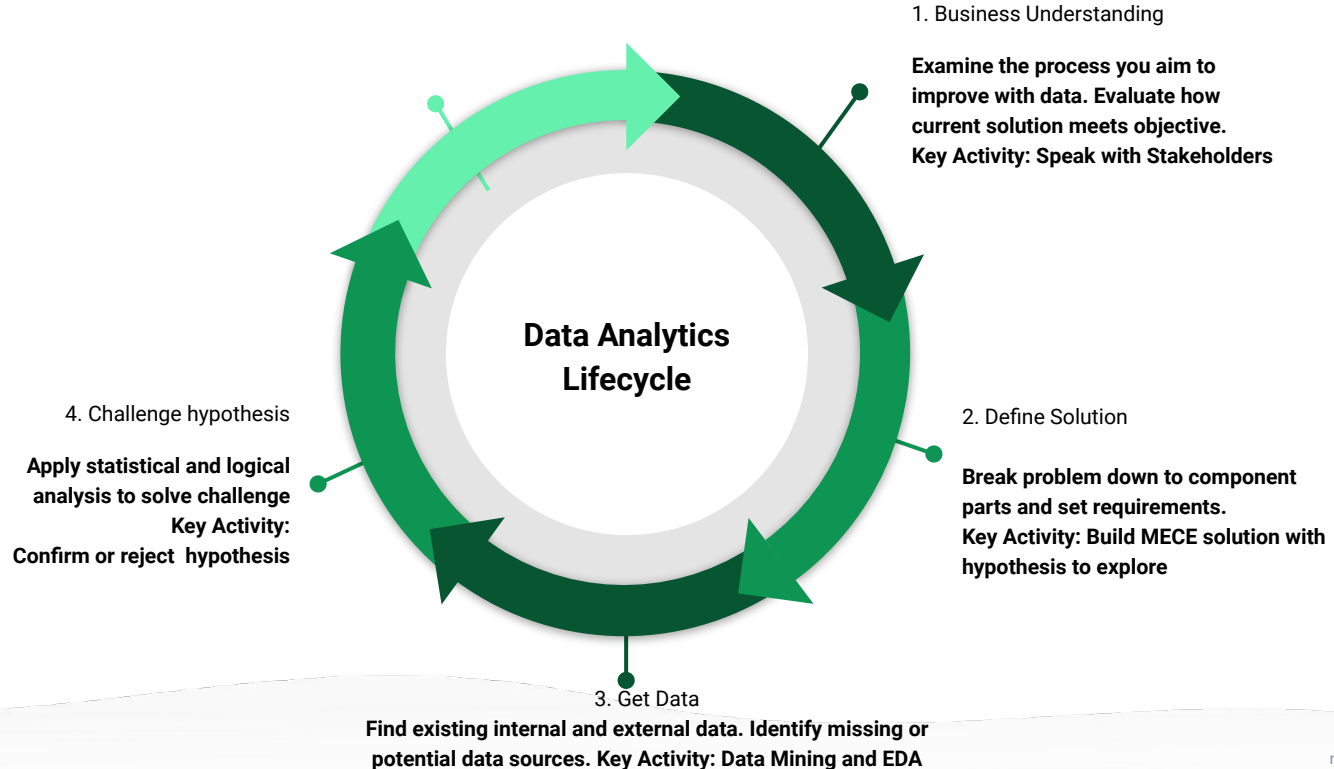
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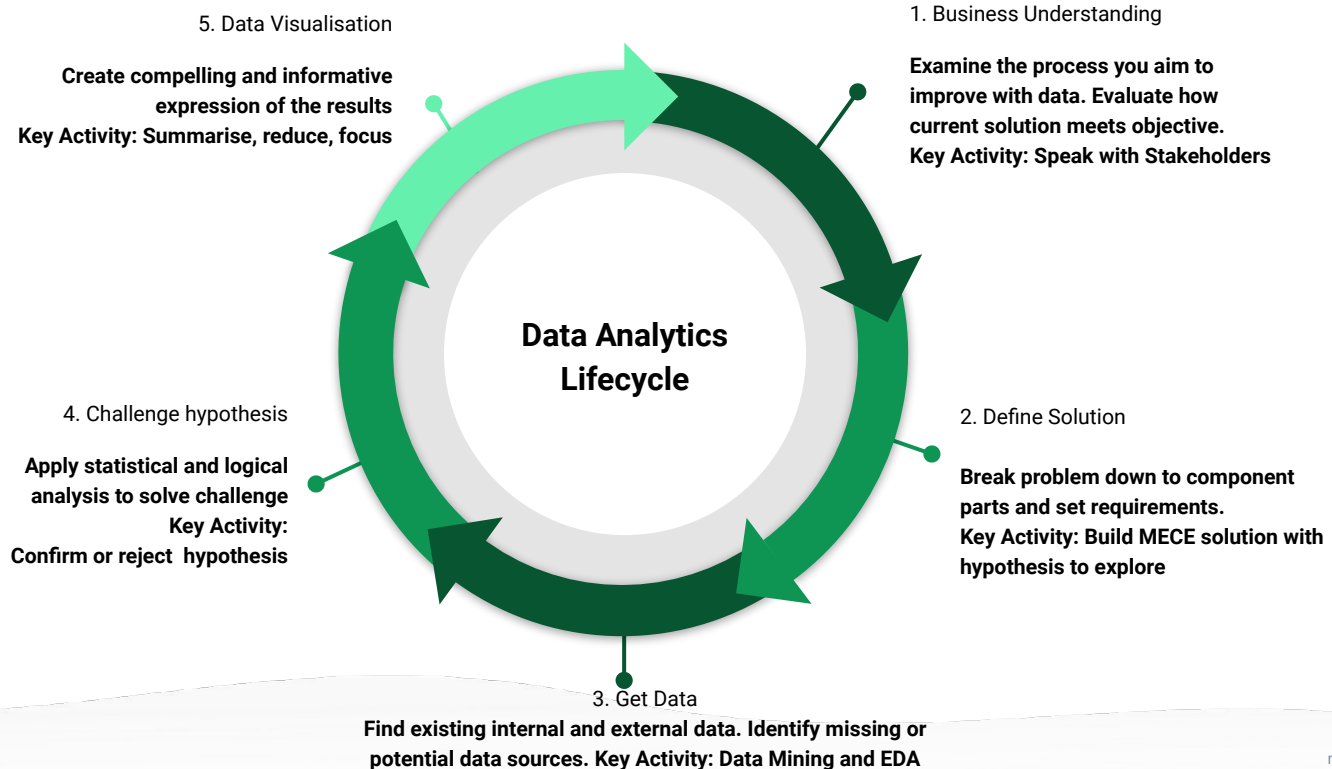
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What else?
Practice Practice
Practice



It's all about practice

Practice Practice Practice



- This bootcamp is designed to teach you the skills needed to be a great analyst.
- We will have lectures, exercises, assignments, mini-projects and a final capstone project.
- Focus is on setting a solid foundation on which you can later continue to build your skills.



Conclusion: Data Analysts are Awesome

And so are you!

