"Data! Data! Data! I can't make bricks without clay."

This line was said by Sherlock Holmes,

the famous detective created by Sir Arthur Conan Doyle.

Data is the building block that you'll use

for everything you do in your new data analyst career.

Now, there are a bunch of different ways to explore data,

but one of the great things about data analytics is that

you can often learn how you want, when you want.

That might mean doing your own research,

talking with people in the industry,

or taking online courses.

Data is basically **a collection of facts**

**or information**, and through analysis,

you'll learn how to use the data to draw conclusions,

and make predictions, and decisions.

Finance analysts are really

just data analysts working in a finance department.

These analysts were helping to guide

business decisions by knowing how to use data.

**Ask, prepare, process, analyze, share, and act.**

As a data analyst,

you'll go through these steps as you

use data to inform your decisions.