**what exactly is data**?

Data is a collection of facts.

This collection can include numbers, pictures, videos, words, measurements, observations, and more.

**Data analysis ?**

Data analysis is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.

**E.g.**:

Have you ever read reviews of a product before deciding whether or not to buy it?

That's data analysis.

Or

Maybe you wear a fitness tracker to count your steps so you can stay active throughout the day.

That's data analysis.

But you don't just use data.

**You also create huge amounts of it every single day**.

Any time you use your phone, look up something online, stream music, shop with a credit card, post on social media or use

GPS to map a route, you're creating data.

**What exactly does a data analyst do?**

Put simply, a data analyst is someone who collects, transforms, and organizes data in order to help make informed decisions.

The Google Data Analytics Certificate is split into

courses based on different processes for data analysis.

Those are **ask, prepare, process, analyze, share, and act.**