

CAREER ORIENTATION DATA ANALYSTS

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INTRODUCTION

What is Data Analytics ?

Data Analytics is the process of examining, cleaning, transforming, and interpreting data to uncover useful insights, patterns, and trends that support decision-making.

Why It Matters

- Helps organizations make **informed decisions**
- Improves **efficiency, customer experience, and profitability**
- Powers innovations in **AI, healthcare, finance, and marketing**

Real-World Example

A retail company uses data analytics to:

- Track customer purchases
- Predict future demand
- Optimize inventory and pricing strategies

SKILL REQUIRED

Technical:

- SQL,
- Excel
- Python/R
- Tableau/Power BI

ANALYTICAL:

- STATISTICS
- DATA CLEANING
- VISUALIZATION

SOFT SKILL:

- COMMUNICATION
- PROBLEM SOLVING
- BUSSINESS ACUMEN

CAREER PATHWAY

- **Entry-Level:** Junior Data Analyst
- **Mid-Level:** Business Analyst, Product Analyst
- **Advanced:** Data Scientist, Data Engineer, Analytics Manager
- **Leadership:** Director of Data, Chief Data Officer

INDUSTRY DEMAND & OPPORTUNITIES

- High demand across sectors: IT, finance, healthcare, retail
- Remote and global opportunities
- Freelancing and consulting options

ACTION PLAN & RESOURCES

Build a learning roadmap

- Join communities and coding clubs
- Attend hackathons and workshops
- Follow experts on LinkedIn, YouTube

LEARNING & CERTIFICATIONS

- Online platforms: Coursera, edX, Udemy
- Certifications: Google Data Analytics, Microsoft Power BI, Tableau
- Importance of portfolio and GitHub projects

THANK
YOU

