

LEARNING ANALYTICS

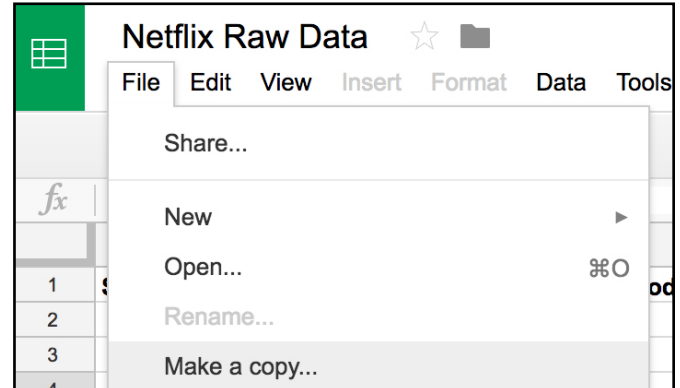
Download slides: ga.co/2iMA2Dr


WiFi: GA Guest
Password: yellowpencil

GETTING READY TO GO HANDS-ON






We recommend downloading Google Chrome (google.com/chrome). We'll be using Google Sheets to perform analysis, so you'll need a Google account.

Create a duplicate of our raw data (ga.co/2iddFCZ) by selecting "Make a copy..." under the 'File' menu. Here are some common keyboard shortcuts we'll be using in Sheets:



 or  +  to select all cells

 or  +  or  to jump to end of row or column

 or  +  +  or  to select and jump to end of row or column

ANALYTICAL PROCESS

1. **Identify the problem** → determine the what and why
2. **Obtain the data** → find or collect yourself
3. **Explore the data** → decide if you can trust your data
4. **Prepare the data** → clean and manipulate
5. **Analyze the data** → run the proper analysis to resolve the problem
6. **Present the data** → communicate with logical plots and simple language

CORRELATION

It's important to accurately describe how two variable are related to one another. Correlation allows us to describe relationships with a value ranging from 1.0 to -1.0 that describes two attributes:

1. **Magnitude:** the strength of the correlation (weaker the closer to zero)
2. **Direction:** The sign of the correlation (positive or negative)

