



# What is **Data Analytics?**

BY: LEARNING WITH JELLY



# Agenda

01

**Definition**

02

**Job Roles**

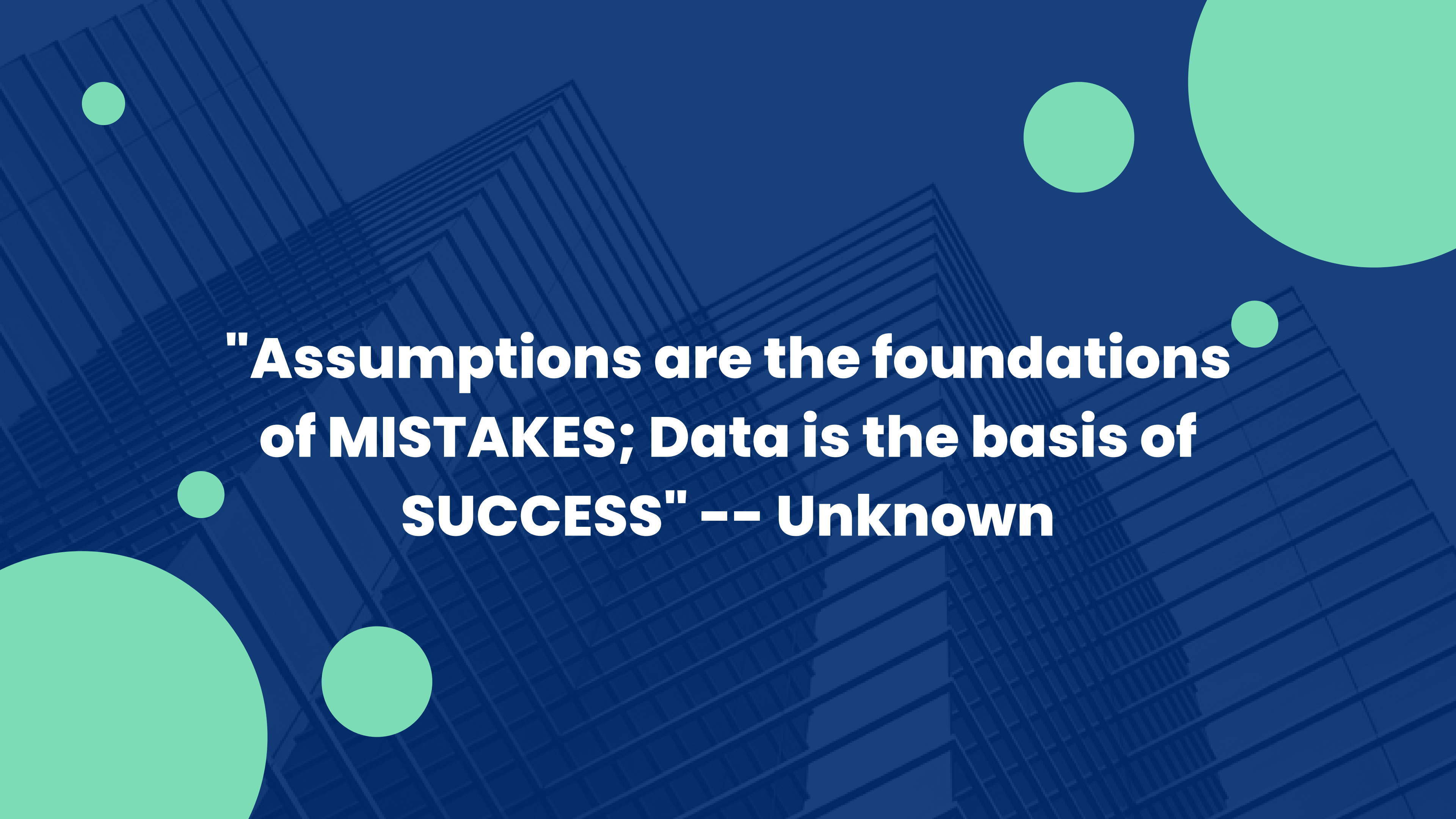
03

**Technical Skills**

04

**Professional Skills**

# Definition



**"Assumptions are the foundations  
of MISTAKES; Data is the basis of  
SUCCESS" -- Unknown**

# What is Data Analytics?



The process of

- Inspecting
- Cleaning
- Transforming

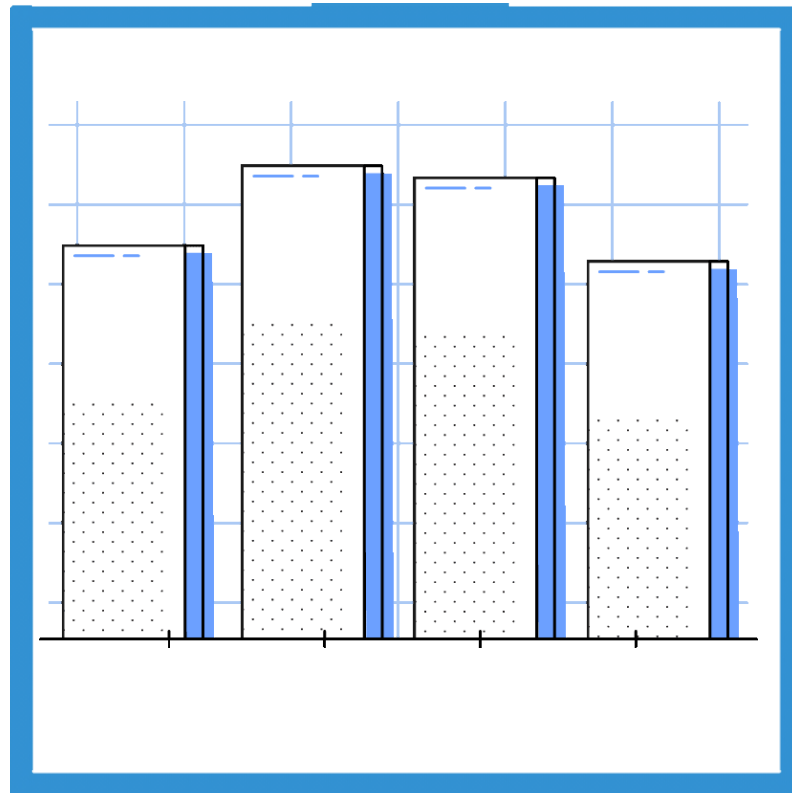
data to

- Identify Trends
- Provide Insights

# Job Roles

# Job Roles

Data Analyst



Business Intelligence  
Analyst



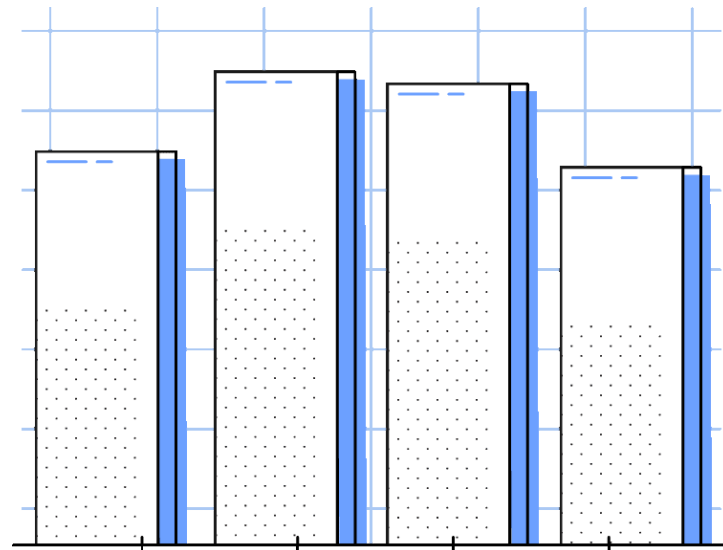
Marketing Analyst



Data Consultant

# Job Roles

Data Analyst



Business Intelligence  
Analyst



Marketing Analyst

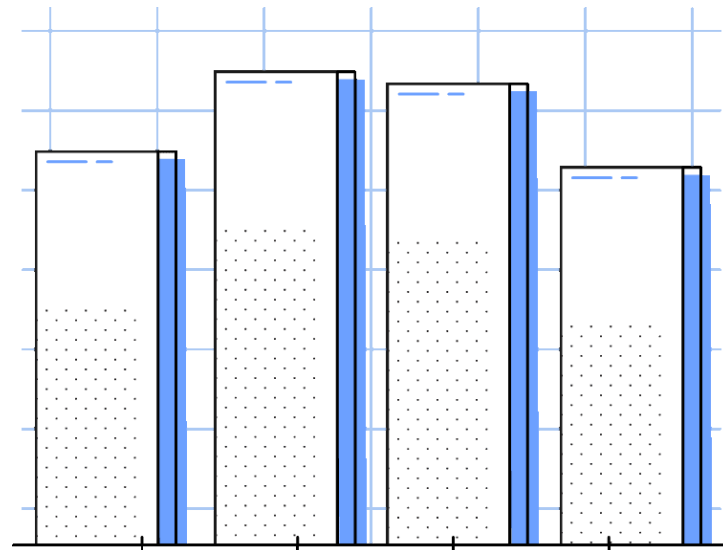


Data Consultant



# Job Roles

Data Analyst



Business Intelligence  
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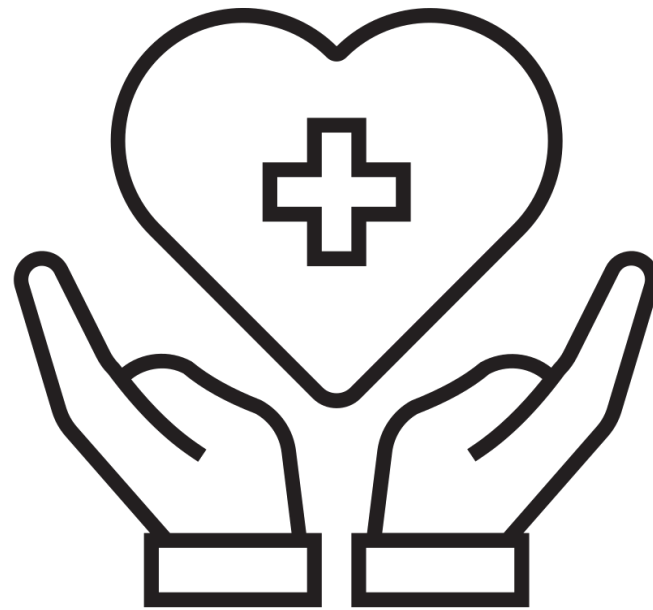


Marketing Analyst



Data Consultant

# Industries



Healthcare

What patients are benefitting the most from a medical treatment?



Finance

What has been the relationship between budget and revenue for a company across time?



Consumer/Retail

What customer demographic purchases a product the most?

# DATA

# Technical Skills



# Technical Skills

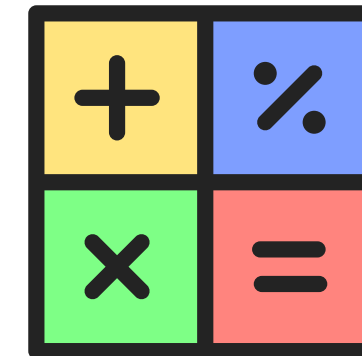
01



## Programming Language

- Python
- R
- SQL

02



## Mathematics (Statistics)

- Probability
- Hypothesis Testing (i.e. A/B Testing)

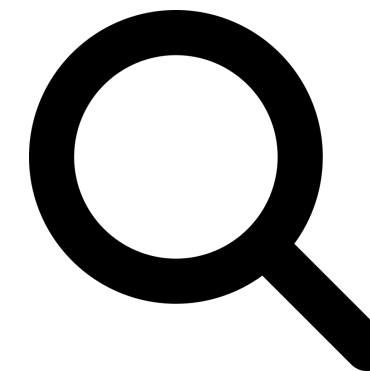
03



## Data Visualization

- Tableau
- Power BI
- Looker

04



## Data Cleaning/Exploration

- Summary statistics
- Data Manipulation



# **Professional Skills**



# Professional Skills

01



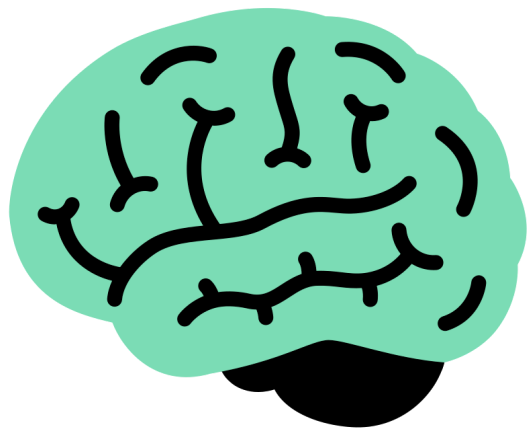
Problem Solving

02



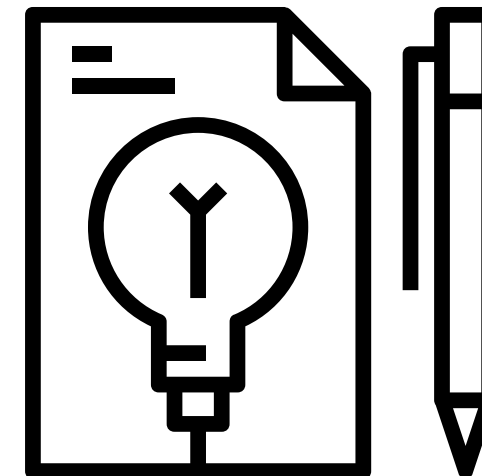
Written and Verbal Communication

03



Domain Knowledge

04



Project Management

# Modules

# Modules

**01**

**Intro to Data  
Analytics**

**04**

**Data  
Analysis**

**07**

**Data  
Viz**

**02**

**Python Data  
Types**

**05**

**Data  
Manipulation**

**08**

**SQL**

**03**

**Iterating  
through  
Data**

**06**

**Statistics**

**09**

**PROJECT!!**



# Next Steps



## **Next Lesson(s):**

Tools

"Getting Started  
with Google  
Colab"

GITHUB



The background is a dark blue field featuring a complex, overlapping pattern of lighter blue lines that create a sense of depth and perspective, resembling architectural structures or a grid. Scattered across this background are several solid green circles of varying sizes. A large circle is positioned in the top right corner, while others are located in the top left, bottom left, and middle right areas. The text "The End" is centered in the middle of the image.

# The End