

# Data Analytics: Hands On

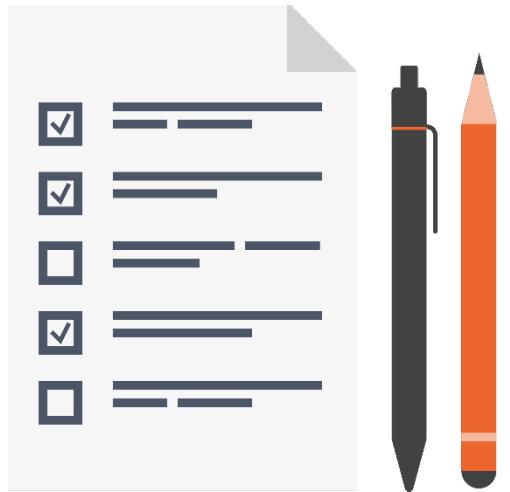
## Getting Started



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# Course Goals

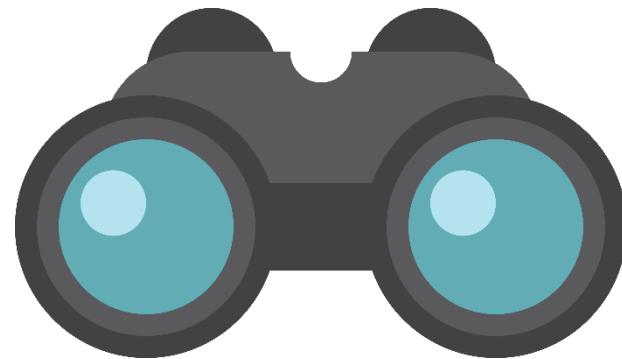


Learn the basics  
Build functional examples  
Follow a story

# Two Methods of Learning



Start to Finish



Filling in the Gaps

# Module Layout

WHAT

WHY

HOW

WHERE

# Skills Overview



Excel

SQL

Databases and Warehousing

Choosing Chart Types

Tableau

Presentation Design

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# Our Story

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# Cogsley Services Inc.



Cogsley Services Inc.

Founded in 2008 this startup has seen tremendous growth in the technical services sector.

They're having a hard time pulling all their data together and analyzing it since it's spread across multiple systems.

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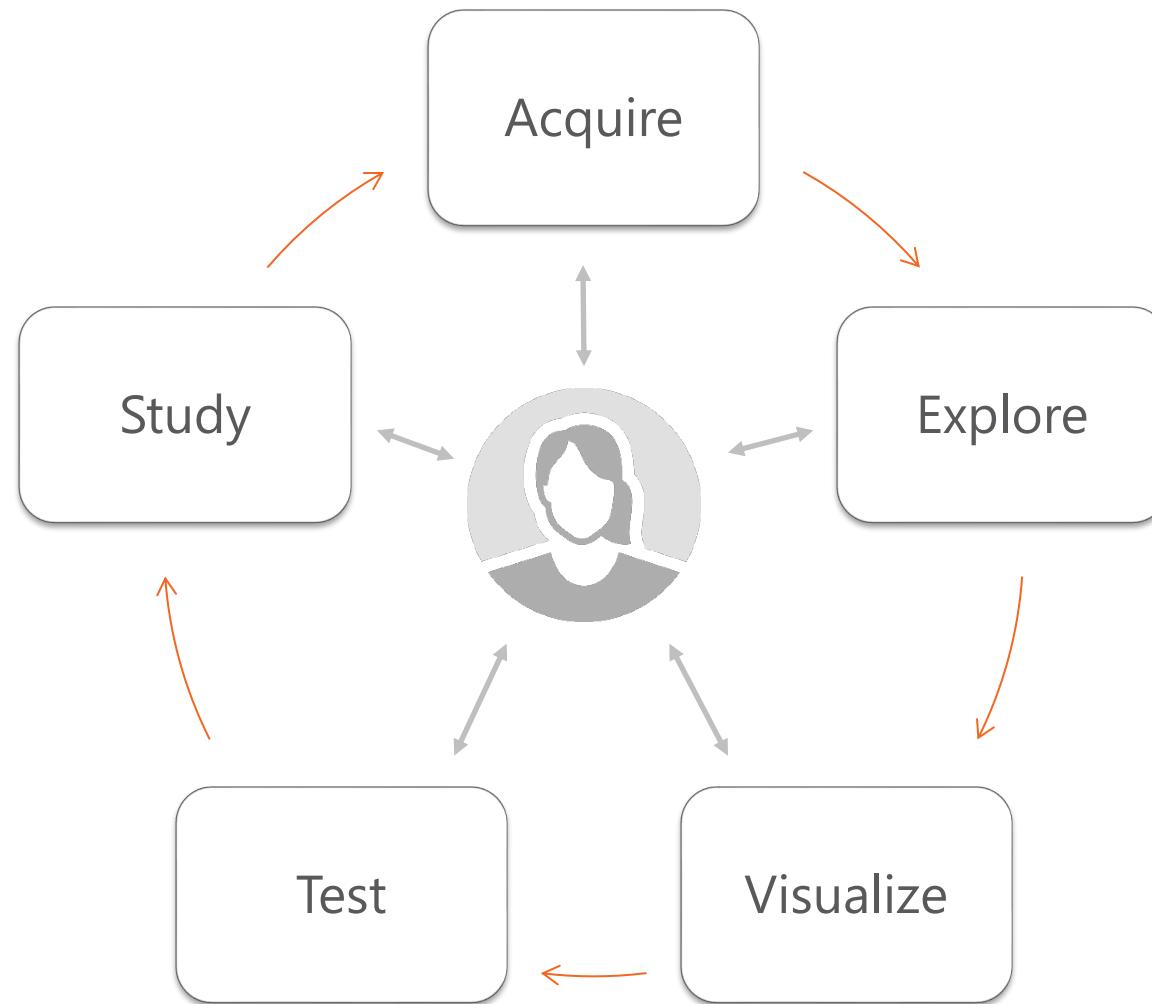
# What Is Data Analytics?

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Data Analytics is the process of  
converting data into useful information

# Analytics Cycle



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# Why Data Analytics Exists

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Data Analytics exists because hidden in data are great treasures waiting to be discovered.









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# How it Works

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Data undergoes a long journey before it is ready for analysis. This overview describes that process and system.

## Data Providers



External  
Events



Business  
Systems



Internal  
Apps

## Data Warehouse



Front Office



Back Office

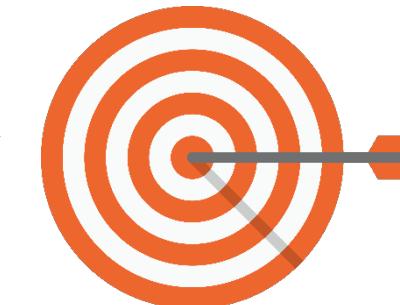
## Use Cases



Strategic Decisions



Business Monitoring



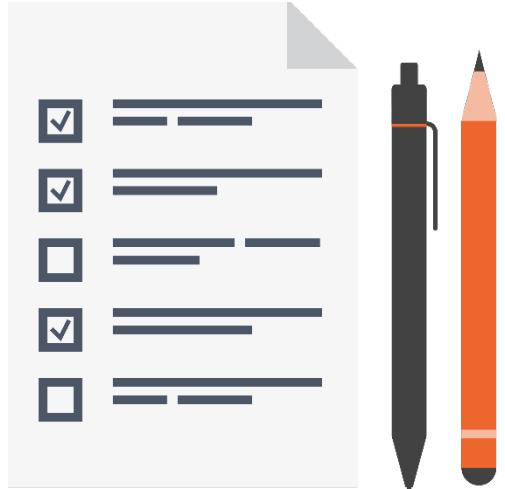
Targeting Customers

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# Where to Find More

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# Additional Resources



<http://tdwi.org>

<http://blog.pluralsight.com/learning-path-data-analyst>

<https://www.codeschool.com/courses/try-r>