FUNDAMENTALS OF DATA ANALYSIS

Evolution of Data Analysis

Importance of Data Analysis

3Vs

- Volume
- Velocity
- Variety

What makes a good data analyst?

KNOW YOUR DATA

VOICE OF THE CUSTOMER

ALWAYS BE AGILE
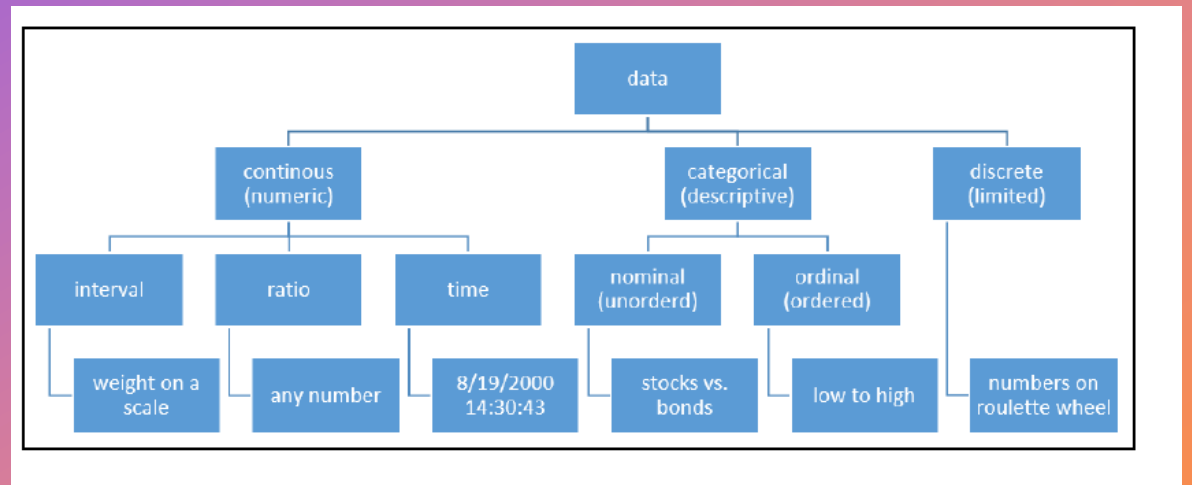
Understanding Data

UNSTRUCTURED DATA

SEMI-STRUCTURED DATA

STRUCTURED DATA

COMMON DATA TYPES

Understanding Data Literacy

1 Reading Data

2 Working Data

3 Analysing Data

4 Arguing about Data

Getting started with NumPy

Understanding a Python NumPy array

Difference between single and multiple dimensional arrays

Useful array functions

Practical use cases

ACTIVITIES