Instructor – Michael Valeri

Data is being tracked. Everything you do is tracked.

Data security is the greatest fear.

Data analytics – storytelling with numbers.

Data gold rush of 2017. Not enough people to mine the data.

Database -> SQL -> data table

Make sure data is normalized.

Tell a story and not send the spreadsheet data.

Spanish ebook compared to total ebook sales.

Big growth, but its just 1% of the business. Not worth it.

A good data analyst would push back and say, not worth it.

Communication to business partners.

Mining - > SQL

Refining -> Excel

Hands on.

Crime rates

Month by month

Neighborhood

Relation to DUI