# **Introduction to Career Skills in Data Analytics:**

## Introduction to Data and Data Analysis:

* Data Engineers: Build and design the data.
* Data Architect: Design data systems
* Data Analyst: Model the data, more access, automates the flow of data
* Data scientist: Process skill of analyst, engineer, and architect
* Data Literate: Ability to read, speak, listen and understand the data
* Data Fluent: The ability to create, something beyond just being able to understand read and use it.

**Data Governance***:* A framework that incorporates strategies to create solid state of data, enable accountability and provide transparency to data in the organization.

* Access information
* Source of truth
* Master data management

**Quality of Data:** Data can be trusted to produce accurate insights.

**Hallmark of quality data:**

* Completeness
* Consistency
* Validity
* Accurate

## Introduction to Business Intelligence:

* Data and business intelligence (BI) give you the information and ability to make intelligent decisions.
* KPI- Key Performance Indicators
* Store the data which is important to the business.
* Businesses need to define the metrics that help track the overall data for the organization.
* **Data Analysis:** Analyzing and capturing the original data to compare over time.
* **Business Intelligence:** Understanding where we stand on any given day.
* **Business Analytics:** Seeing and predicting future outcomes.