# **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.

## Identifying Data:

**Overcoming Analysis Approach**

* Build an approach
* Think through standard questions
* Use critical thinking
* Practice Active listening

**Sample problem:** *A company has 5 products. All of these products are being purchased, but the company is losing money. As a data analyst find solution.*

**Solution:** Data is everywhere. As an analyst, find why the sales are not growing.

1. Have these products ever been profitable?
2. If they are profitable in past, at what point of time?
3. What is different about now vs then?
4. Did the wholesale cost change?
5. Did the list price change?
6. Did the cost of storing or delivery change?

* Wholesale cost – no change
* List price – no change
* Cost to deliver – no significant change
* Cost to store – steadily increasing

**Now 2nd round of questions:**

1. What can we do to reduce cost of storage?
2. What type of price increase can be justified?

**Multiple types of data:**

* Personal data
* Work data
* Real time data
* Geographical data
* Social data

**Types of company data:**

* People management
* Marketing and Sales
* Purchasing
* Warehouse
* Shipment
* Accounting

**Types of Systems:**

* Spreadsheets
* Databases
* Data warehouses – Data warehouses have refined tables from production systems. Database include hundreds of data and details with only certain fields needed for reporting. Data warehouse store data and keep it safe.
* Data Lakes – Data lakes helps organizations capture data to store before its refined for reporting needs.

## Preparing data:

Clean and prepare the data to meet business requirements.

Describing data best practices – work with duplicate data.

**Data Profiling:** We can use this approach when we have in front of us to learn about it a higher level.

* Tells how much data we have
* Helps us validate our numbers
* Shows what we are facing when we are ready to transform our data.

**Business Rule:** Defines and controls the flow of data.

For the sales data business rules for Data Profiling:

* SalesOrderID must be converted into a text data type
* SalesOrderNumber must be converted to text data type and must not contain any number.
* All date fields should not include time.
* The main account GL Number field must be included.
* The main account GL Number holds the 4 digit code for accounting and the last two digits to specify the category
* TerritoryID and Comments fields must be removed.
* The final file must be saved as CSV in order for the import into the reporting system to be successful.