

Prompt

1. This is a presentation for Cambridge University Press
 - a. execs: in education, sales, and editing. Need balance.
 - b. no bullshit but upbeat
 - c. self-contained html presentation.
2. Use additional materials to add info
 - a. Make suggestions always starting with ****AI:**** so that I can review easily
3. Improve presentation
 - a. correct typos if any
 - b. Look up and add hyperlinks when missing
 - c. Create a contents page
 - d. Make it prettier with possibly better slide structure, emojis + adding pictures from websites referenced

title: "Data Analysis -- the AI-era textbook project"
subtitle: "Open access online version of Békés-Kézdi Data Analysis textbook"
date: "2025-10-21"

Data Analysis -- the AI-era textbook project

Open access online version of Békés-Kézdi Data Analysis textbook

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Introduction

About me

About me

- [Gábor Békés](#)

Academia

- Associate Professor of Economics, [CEU Vienna \(2018-\)](#)
- Research Fellow, Center for Economic Policy Research, London (2017-)

Textbook

- [Data Analysis](#) for Business, Economics, and Policy (2021)

Lab + AI

- Founder, [Gabor's Data Analysis and AI Lab], Vienna + Budapest (2025-)
- Microsoft AI Economy Institute Advising Fellow (2025-)

Contents

The textbook and its ecosystem

The textbook

- Originally written for applied Masters, now used in BAs, also business PhD
- Truly global reach, over 30 countries
 - CUP sales data + my data based on interactions with instructors
- Democratizing access as key mission
- [2nd edition](#) in the works

Update on the Data Analysis ecosystem

- Coding courses (free, open access, online) in [Python](#), R and Stata
- [Dashboards](#) -- via a CEU grant

Why OA: motivation

Why OA:

** The opportunity **

- Opportunity to experiment with AI-era textbook

** Not alone**

- In mission of helping access globally
- Increases textbook visibility, especially given PR with Github
- Mimics other textbook [The Effect \(CRC\)](#), [Mixtape \(Yale\)](#), [Core Economics \(Oxford\)](#)

Objectives