

# MIS779

## Decision Analytics in Practice

Week 4 – Exploratory Data Analysis –  
Where to Start

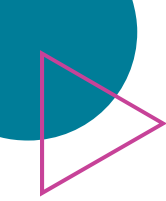
Dr. Humza Naseer



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# Quick Updates!

- Thank you for submitting Assessment Part A
- Client Data Analysis
- Working in Groups SLA – To be discussed in the consultation session today
- Assessment Part B Rubric



# Data Overview



-   Deakin Bounceback Audiences
-   Deakin Bounceback ChildEletter
-   Deakin Bounceback Contacted
-   Deakin Bounceback Portal
-   Deakin Bounceback Responses
-   Deakin Bounceback Supporter Demographics

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# Where to start?

Data Profiling

Data  
Integration

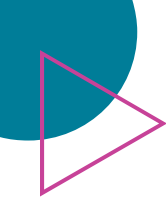
Data Modelling

Data Analysis

Data  
Visualization

# Types of Analysis

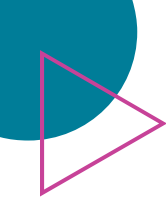




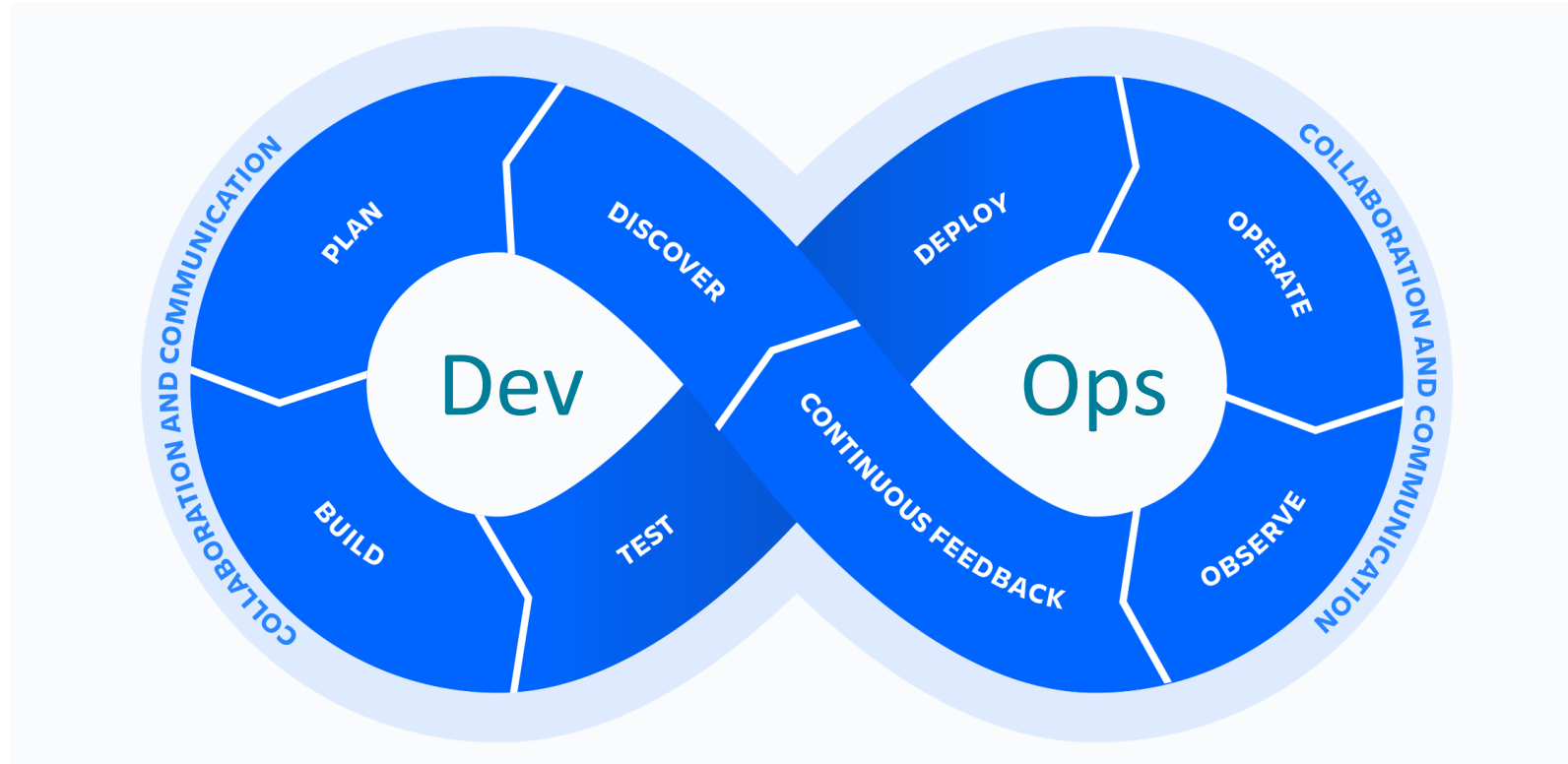
# Methodology



Agile

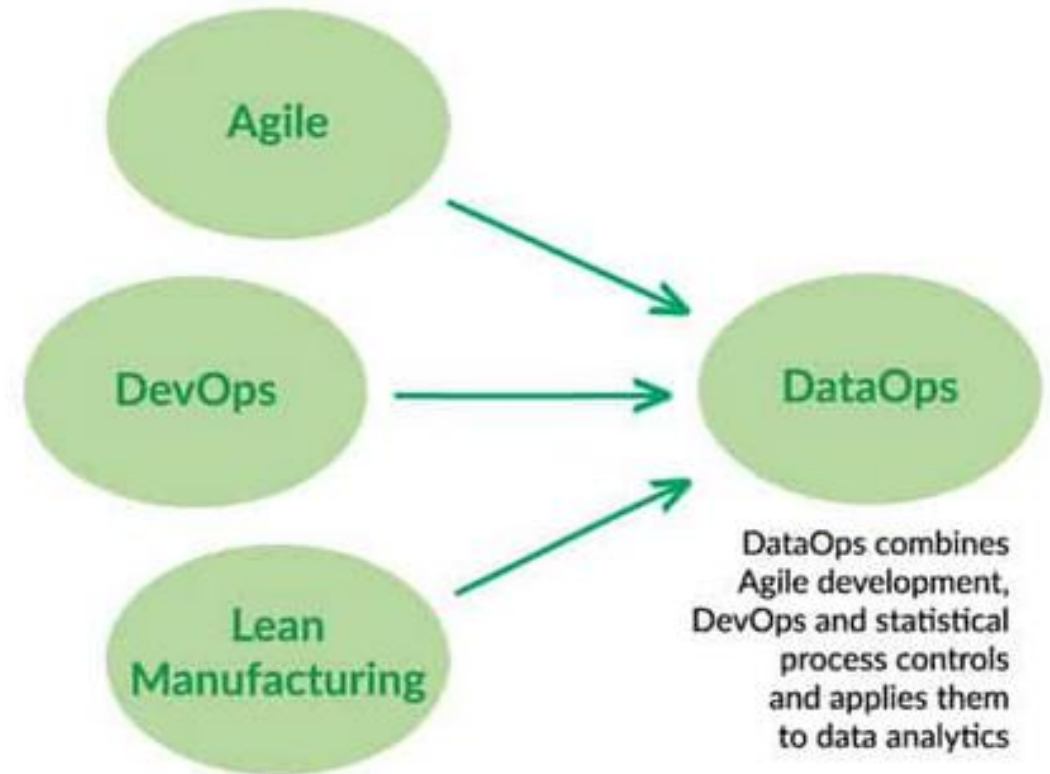


# Methodology



## DataOps

- DataOps is a collaborative data management practice focused on improving the communication, integration and automation of data flows between data managers and data consumers across an organization.
- The goal of DataOps is to deliver value faster by creating predictable delivery and change management of data, data models and related artifacts.
- DataOps uses technology to automate the design, deployment and management of data delivery with appropriate levels of governance, and it uses metadata to improve the usability and value of data in a dynamic environment.



Sources: <https://datakitchen.io/what-is-dataops/>  
<https://www.gartner.com/en/information-technology/glossary/dataops>



# Break Out!

