



UDACITY CAREER COACHING

Session 1: Introductions

Agenda:

Slack & Session Review

Career Topics

Business Analytics Overview

Career Coach Schedule

How Will I Support You?

Slack & Session Flow

Slack

Thursdays
6 pm EST

Ask questions, make
comments, interact
with me or your
peers.

Session

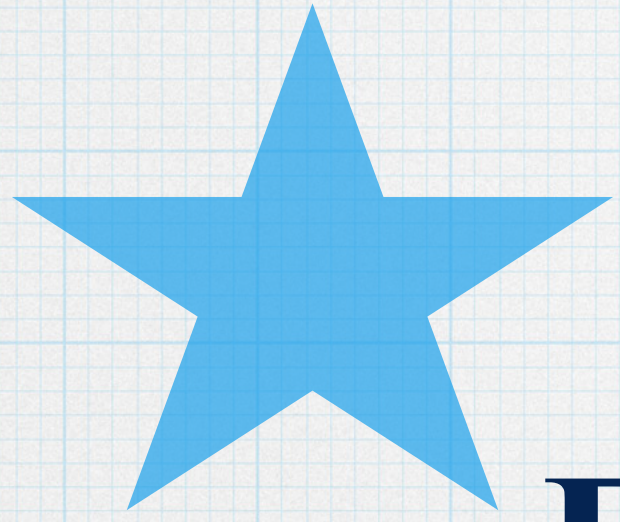
Fridays
6 pm EST

Career Topics
Discussion

30 - 60 minutes

Available via Slack Career Channel, Slack DMs, & Weekly Zoom Sessions!
Throughout the week, I'll get back to you ASAP.

Special Note



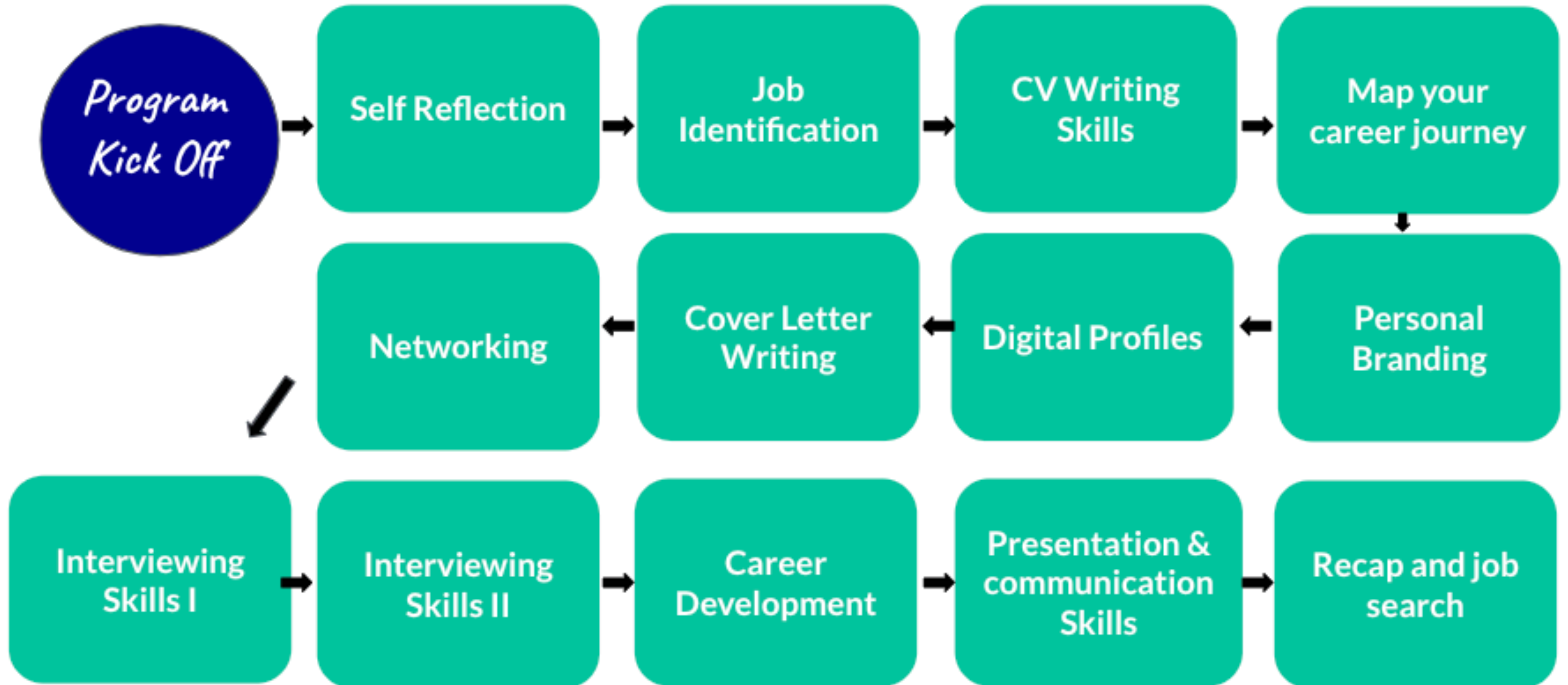
Every presentation will be shared on Slack
after each career session.

No need to take screenshots
or copy the slides unless you desire to do so.

Career Topics Schedule

What Will We Discuss Together?

Career Topic Flow Chart



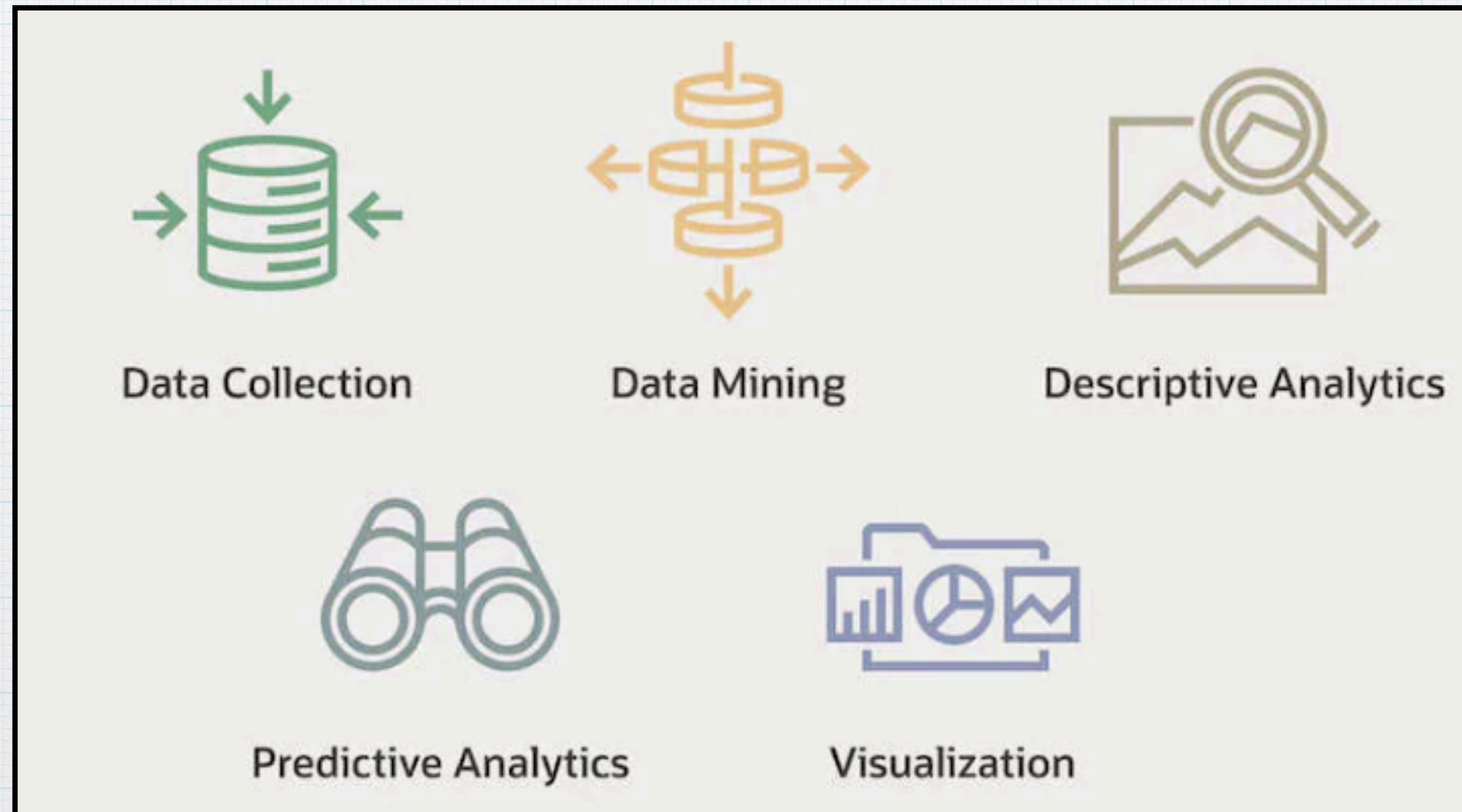
Business Analytics

What Is It? What's The Purpose?

Business Analytics Overview

Business analytics is **the process of transforming data into insights to improve business decisions.**

- Wake Forest University



BA - Data Collection

Qualitative & Quantitative Variable Gathering

- 1) Identifying Target Audience and Data Type
- 2) Mapping out the process, start to finish
- 3) Analyzing the results, pinpointing business insights & connecting dots
- 4) Communicating Out

Data Collection Techniques



Observations



**Interviews and
Focus Groups**



**Transactional
Tracking**



**Social Media
Monitoring**



Online Tracking



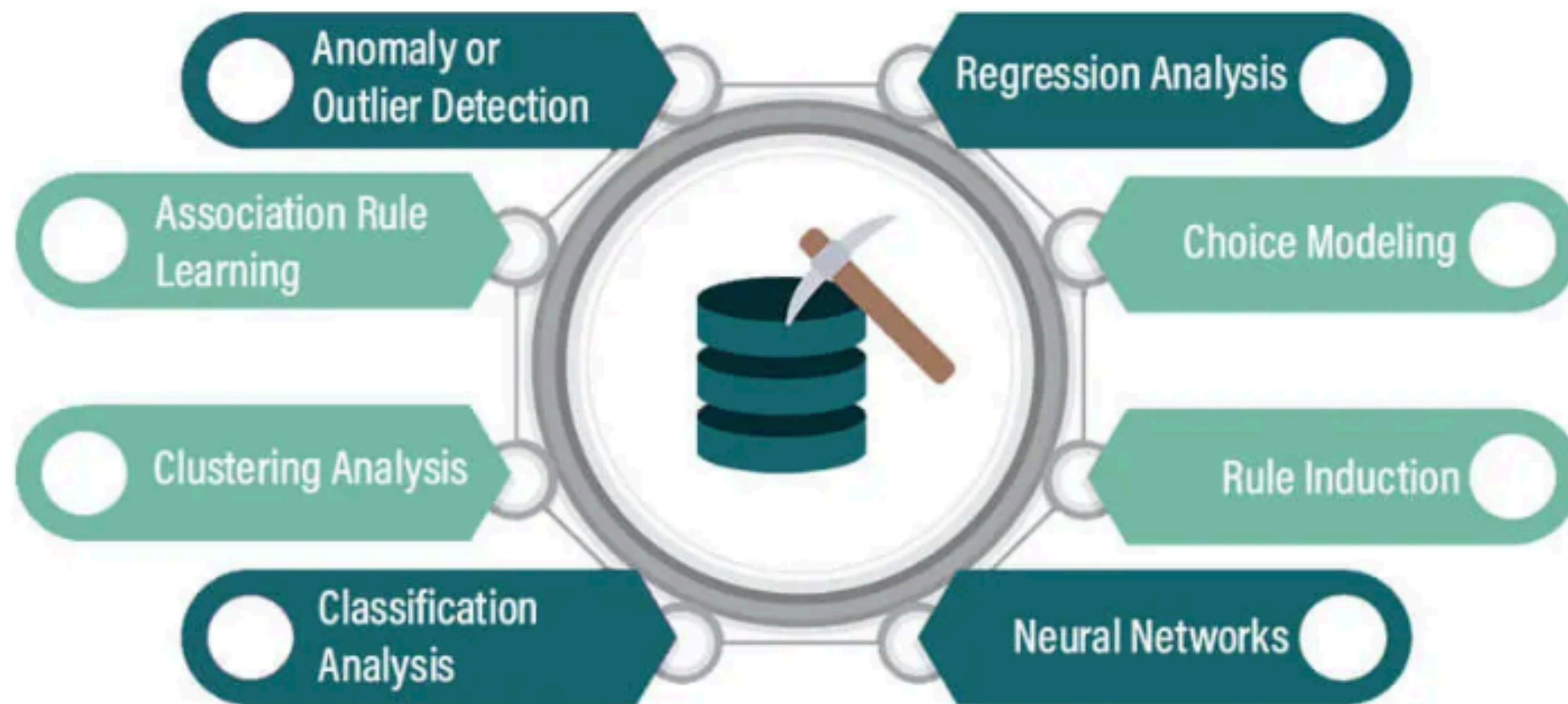
Surveys



Forms

BA - Data Mining

Data Mining Techniques for Business



**Gathering Conclusive
Information From Large
Datasets**

Discovering “not-so-obvious”
patterns/trends

Capturing unusual records

Highlighting common themes
& predictable human behavior

BA - Descriptive Analytics

Describing, Showing, and/or Summarizing Data Points Constructively

Understanding how many times something occurs (and its schedule)

Utilizing the power of the three averages — mean, median, mode

Identifying the range of a sample population — think standard deviation

Carving out how one fits into the whole and by how much {30% blue, 40% red, 30%yellow}

Tables built to understand how independent variables relate (if at all) to dependent variables

Types of Descriptive Analysis

Measures of Frequency



Measures of Dispersion



Contingency Tables



Measures of Central Tendency



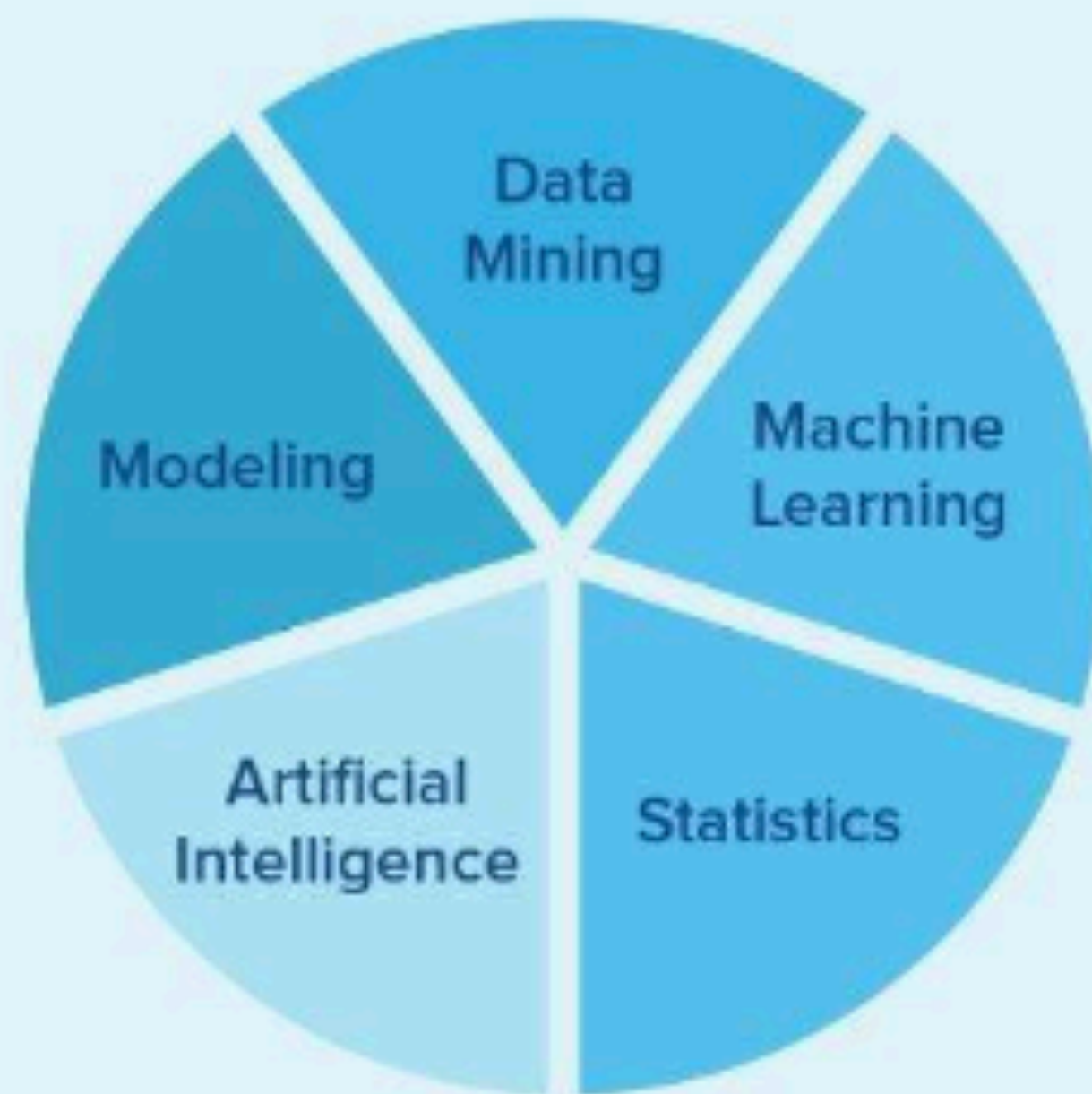
Measures of Position



Scatter Plots



BA - Predictive Analytics



BA - Data Visualization

Data Storytelling

This is all about how analysts and IT professionals decide to tell the story of their findings.

It's how you'll communicate your insights to make them more powerful and digestible to your audience.



Thank You!

Don't Forget the Survey!