DATA, DATA, EVERYWHERE

Q: Why Data is important in any industries?

A: Companies in many industries use data to improve processes, identifying opportunities and trends, launch new products and make decisions.

Q: What is Data?

A: Data is a collection of facts, including numbers, pictures, videos, words, observations and more. Data can be used in everyday life (e.g. fitness trackers, product reviews) and in business (e.g. learning about customers, improving processes, helping employees)

Dataset: A collection of data that can be manipulated or analyzed as one unit.

Q: What is Data Analytics?

A: Data Analytics is the science of data.

Q: What is Data Analysis?

A: Data analysis is the collection, transformation and organization of data in order to draw conclusions, make predictions and drive informed decision-making.

Q: Who is Data Analyst?

A: Someone who collects, transform and organize data in order to draw conclusions, make predictions and drive informed decision-making.

Data analysts finds data, analyzes it, and uses it to uncover trends, patterns, and relationships.

Data-driven decision-making is using facts to guide business strategy.

6 Phases of Data Analysis Process

1. **ASK**
    - Asked effective questions to define the problem.
    - Business Challenge/Objective/Question
2. **PERPARE**
    - Identified what data they needed
    - Data collecting and storing the information.
    - Data generation, collection, storage, and data management
3. **PROCESS**
    - Cleaning data and checking the information.
    - Data cleaning/data integrity

4. **ANALYZE**
    - To find patterns, relationships, and trends.
    - Data exploration, visualization, and analysis
5. **SHARE**
    - Shared the report with stakeholders
    - Communicating and interpreting results
6. **ACT**
    - Implement changes and take actions
    - Putting your insights to work to solve the problem

Q: What are Data Ecosystems?

A: The various elements that interact with one another in order to produce, manage, store, organize, analyze and share data.

Data Scientists vs Data Analyst

Data Scientists create new questions using data, while analysts find answer to existing question by creating insights from the data sources.

Data + business knowledge = mystery solved