

Data Analytics: Hands On

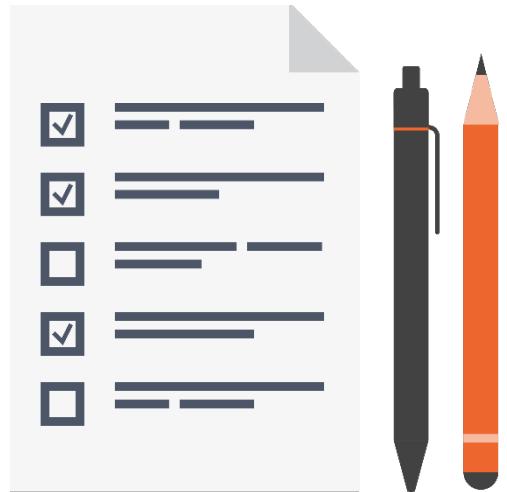
Getting Started



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Course Goals

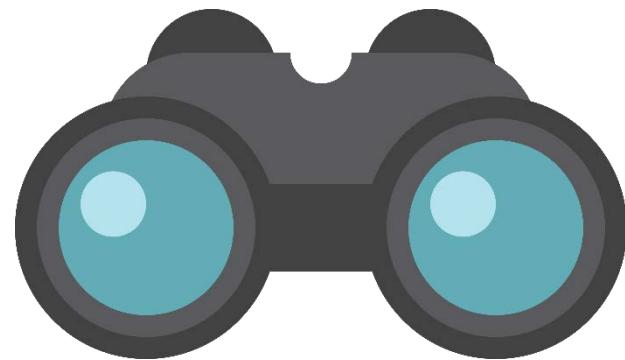


Learn the basics
Build functional examples
Follow a story

Two Methods of Learning



Start to Finish



Filling in the Gaps

Module Layout

WHAT

WHY

HOW

WHERE

Skills Overview



Excel

SQL

Databases and Warehousing

Choosing Chart Types

Tableau

Presentation Design

Our Story

Cogsley Services Inc.



Cogsley Services Inc.

Founded in 2008 this startup has seen tremendous growth in the technical services sector.

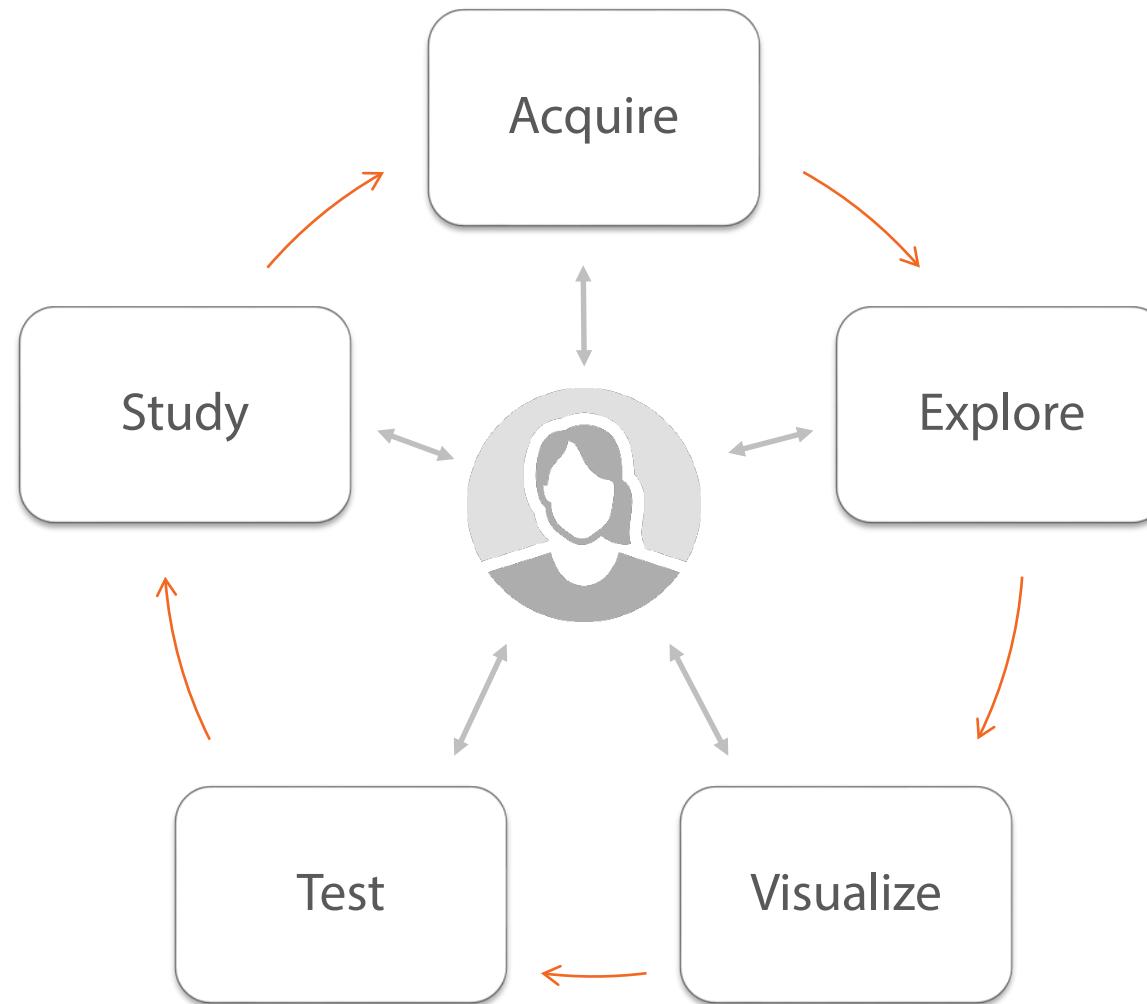
They're having a hard time pulling all their data together and analyzing it since it's spread across multiple systems.

What Is Data Analytics?



Data Analytics is the process of
converting data into useful information

Analytics Cycle



Why Data Analytics Exists



Data Analytics exists because hidden in data are great treasures waiting to be discovered.









How it Works



Data undergoes a long journey before it is ready for analysis. This overview describes that process and system.

Data Providers



External
Events



Business
Systems



Internal
Apps

Data Warehouse

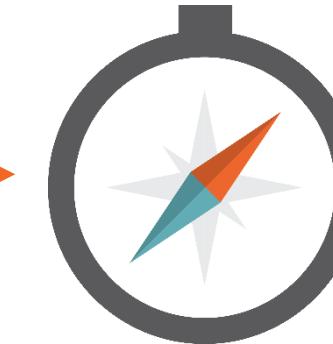


Front Office



Back Office

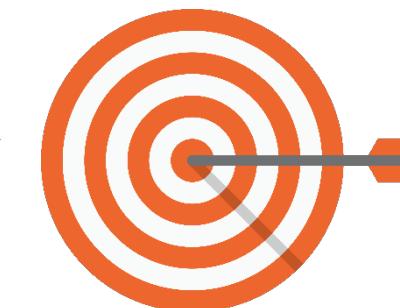
Use Cases



Strategic Decisions



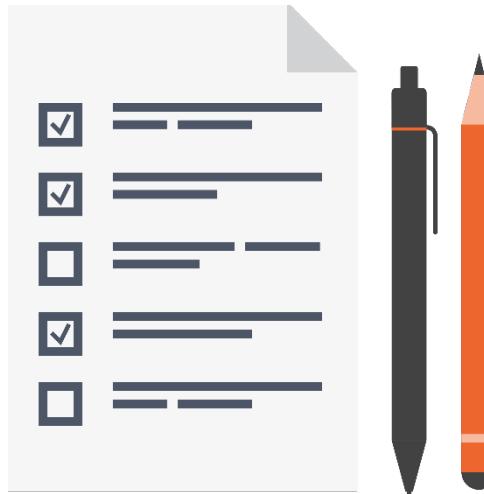
Business Monitoring



Targeting Customers

Where to Find More

Additional Resources



<http://smarterer.com/tests/analytics>

<http://tdwi.org>

<http://blog.pluralsight.com/learning-path-data-analyst>

<https://www.codeschool.com/courses/try-r>