

# Glossary

## Data Analytics



## Terms and definitions from Course 2

### A

**Action-oriented question:** A question whose answers lead to change

**Algorithm:** A process or set of rules followed for a specific task

**AVERAGE:** A spreadsheet function that returns an average of the values from a selected range

### B

**Big data:** Large, complex datasets typically involving long periods of time, which enable data analysts to address far-reaching business problems

**Borders:** Lines that can be added around two or more cells on a spreadsheet

### C

**Cell reference:** A cell or a range of cells in a worksheet typically used in formulas and functions

**Cloud:** A place to keep data online, rather than a computer hard drive

**COUNT:** A spreadsheet function that counts the number of cells in a range that meet a specific criteria

### D

**Dashboard:** A tool that monitors live, incoming data

**Data analysis process:** The six phases of ask, prepare, process, analyze, share, and act whose purpose is to gain insights that drive informed decision-making

**Data-inspired decision-making:** The process of exploring different data sources to find out what they have in common

**Data life cycle:** The sequence of stages that data experiences, which include plan, capture, manage, analyze, archive, and destroy

## E

**Equation:** A calculation that involves addition, subtraction, multiplication, or division (also called a math expression)

## F

**Fill handle:** A box in the lower-right-hand corner of a selected spreadsheet cell that can be dragged through neighboring cells in order to continue an instruction

**Filtering:** The process of showing only the data that meets a specified criteria while hiding the rest

## G

## H

**Header:** The first row in a spreadsheet that labels the type of data in each column

## I

## J

## K

## L

**Leading question:** A question that steers people toward a certain response

# M

**Math expression:** A calculation that involves addition, subtraction, multiplication, or division (also called an equation)

**Math function:** A function that is used as part of a mathematical formula

**MAX:** A spreadsheet function that returns the largest numeric value from a range of cells

**Measurable question:** A question whose answers can be quantified and assessed

**Metric:** A single, quantifiable type of data that is used for measurement

**Metric goal:** A measurable goal set by a company and evaluated using metrics

**MIN:** A spreadsheet function that returns the smallest numeric value from a range of cells

# N

# O

**Open data:** Data that is available to the public

**Operator:** A symbol that names the operation or calculation to be performed

**Order of operations:** Using parentheses to group together spreadsheet values in order to clarify the order in which operations should be performed

# P

**Pivot chart:** A chart created from the fields in a pivot table

**Pivot table:** A data summarization tool used to sort, reorganize, group, count, total, or average data

**Problem domain:** The area of analysis that encompasses every activity affecting or affected by a problem

**Problem types:** The various problems that data analysts encounter, including categorizing things, discovering connections, finding patterns, identifying themes, making predictions, and spotting something unusual

## Q

**Qualitative data:** A subjective and explanatory measure of a quality or characteristic

**Quantitative data:** A specific and objective measure, such as a number, quantity, or range

## R

**Range:** A collection of two or more cells in a spreadsheet

**Reframing:** Restating a problem or challenge, then redirecting it toward a potential resolution

**Relevant question:** A question that has significance to the problem to be solved

**Report:** A static collection of data periodically given to stakeholders

**Return on investment (ROI):** A formula that uses the metrics of investment and profit to evaluate the success of an investment

**Revenue:** The total amount of income generated by the sale of goods or services

## S

**Scope of work (SOW):** An agreed-upon outline of the tasks to be performed during a project

**Small data:** Small, specific data points typically involving a short period of time, which are useful for making day-to-day decisions

**SMART methodology:** A tool for determining a question's effectiveness based on whether it is specific, measurable, action-oriented, relevant, and time-bound

**Sorting:** The process of arranging data into a meaningful order to make it easier to understand, analyze, and visualize

**Specific question:** A question that is simple, significant, and focused on a single topic or a few closely related ideas

**Structured thinking:** The process of recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying options

**SUM:** A spreadsheet function that adds the values of a selected range of cells

## T

**Time-bound question:** A question that specifies a timeframe to be studied

**Turnover rate:** The rate at which employees voluntarily leave a company

U

**Unfair question:** A question that makes assumptions or is difficult to answer honestly

V

W

X

Y

Z