



<https://github.com/jimperafan/analyzing-data>

Search



Analyzing Data

A Practical Approach



Introduction to Analytics

Sep 21 – Lesson 1



Gain a conceptual understanding of data and analytics.



Learn the most common career paths for data professionals.



Be exposed to some of the common data challenges in organizations.



Become acquainted with Tableau.

What is analytics?

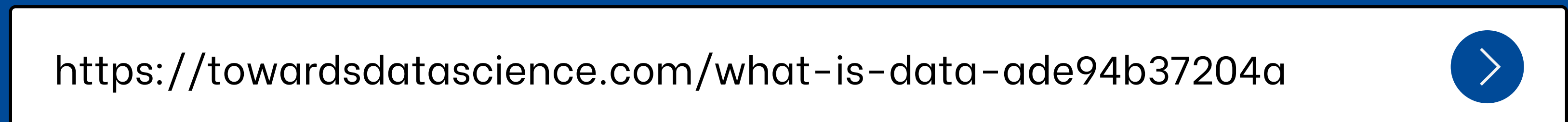
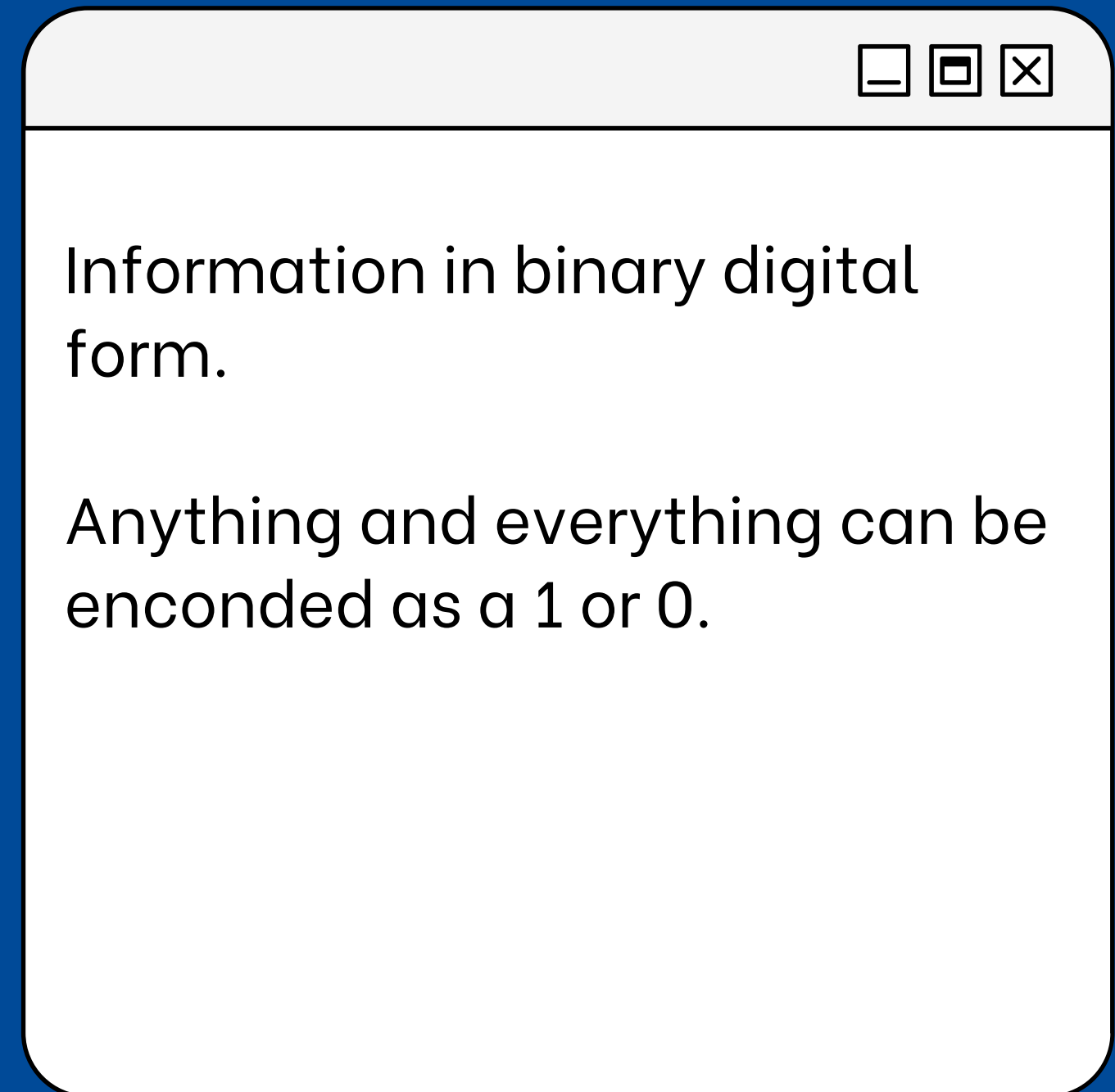
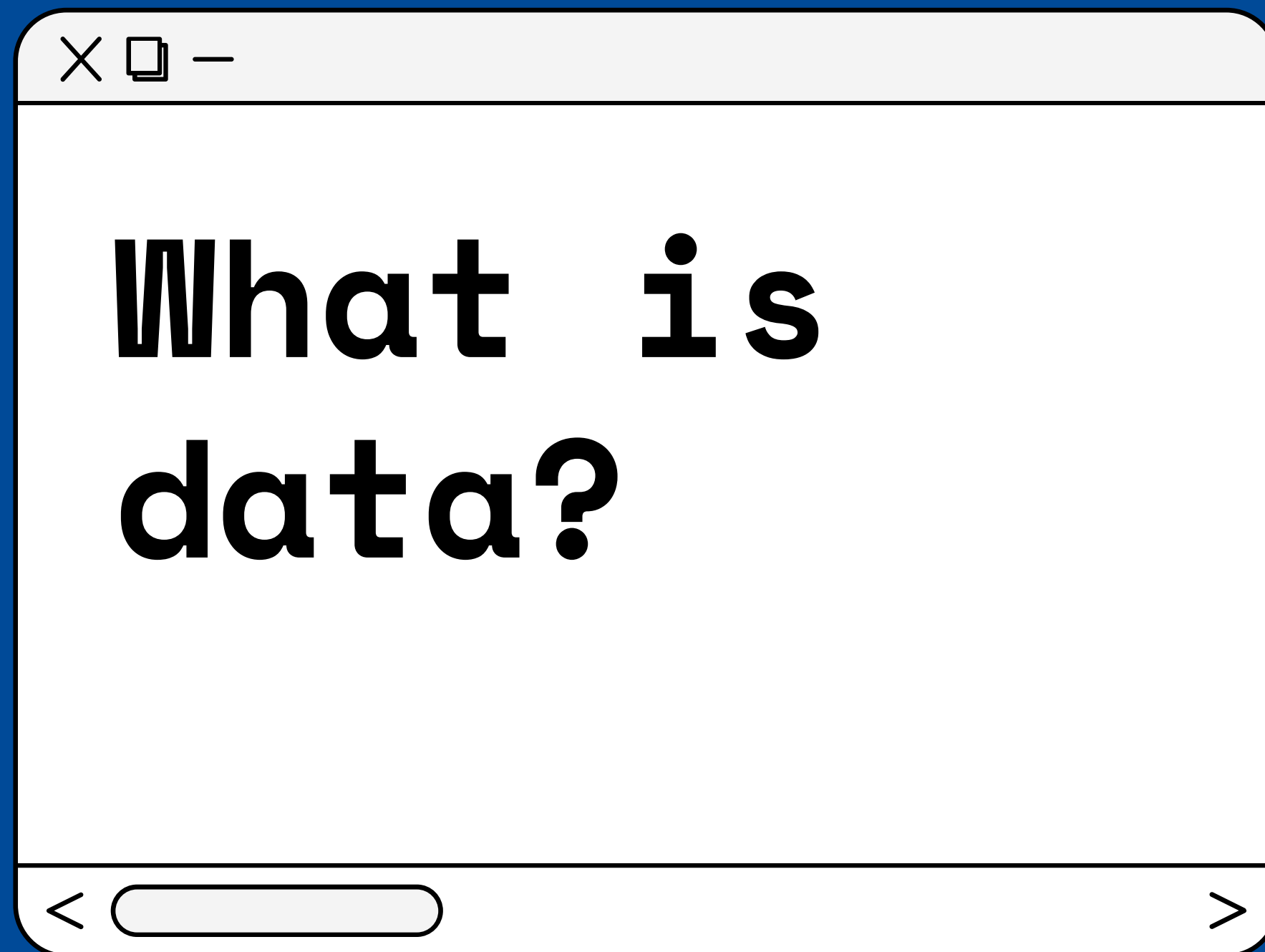
Systematic computational analysis of data used for the:

- Discovery
- Interpretation
- Communication

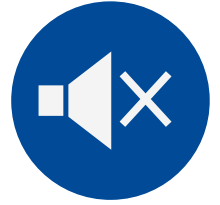
of **meaningful** patterns in data.

<https://www.bmc.com/blogs/data-analytics-vs-data-analysis/#>



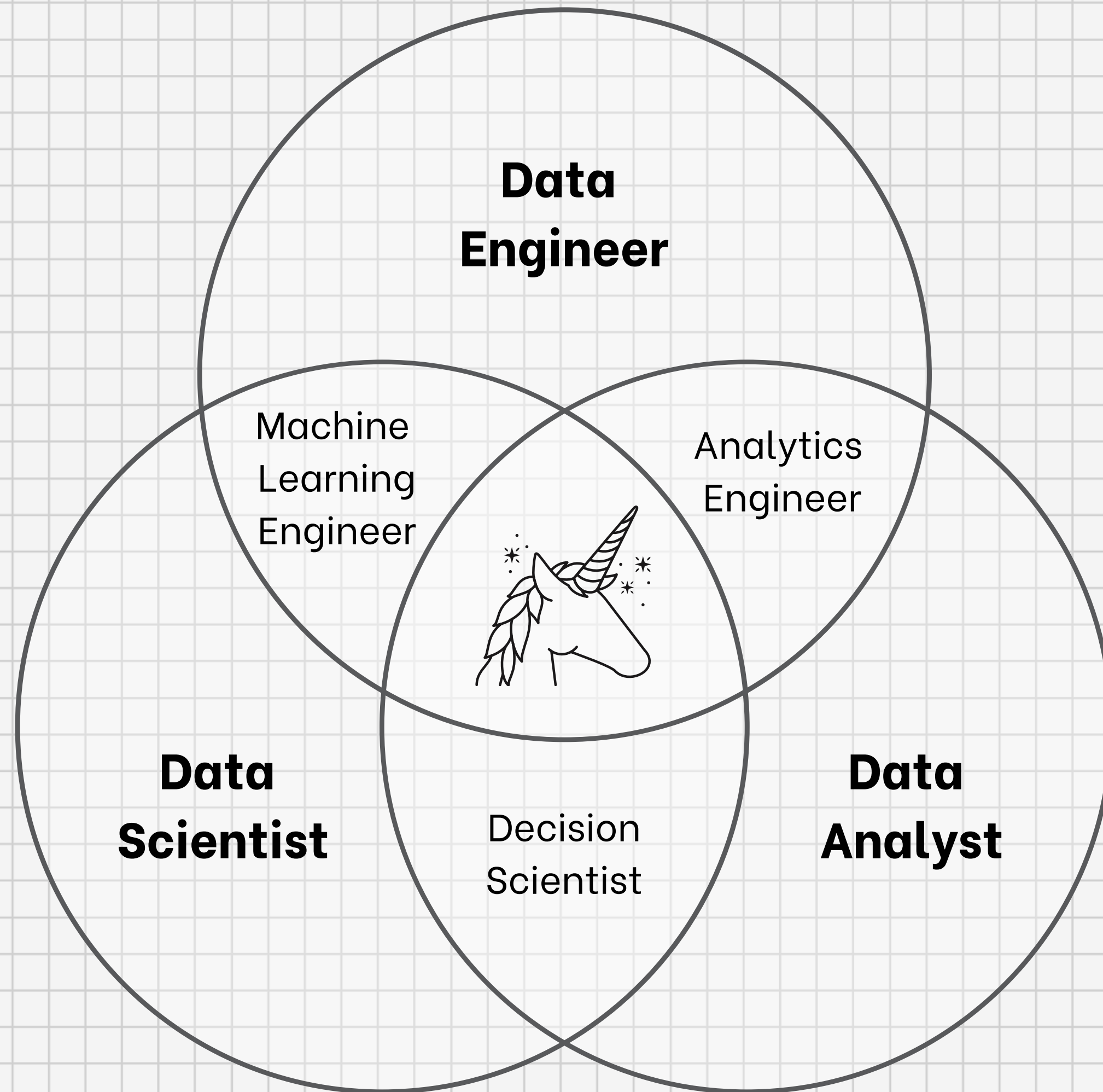


Go Full Stalker

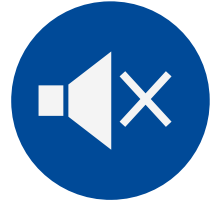


Imagine your objective is to create a digital trail of somebody's day. Make it as detailed as possible. Your exercise now is to think:

1. What type of data could you collect?
2. What problems would you run into?



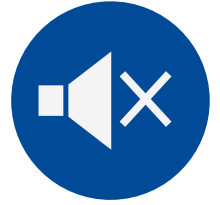
Create KPI's



Choose any organization and imagine you work as a data professional for them. Your objective is to:

1. Think about possible KPI's.
2. Speculate how they can be measured.

The Rat Factory

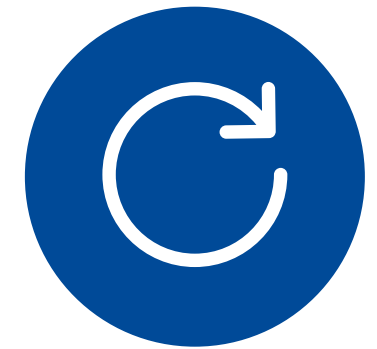


Using your input for the previous exercise, your task is:

1. Think how an employee could exploit these KPI's.
2. Explore scenarios where it can be counter-productive.

What is Tableau?

<https://www.tableau.com/why-tableau/what-is-tableau>



1

Stunning visuals
in seconds

2

Makes
exploratory data
analysis fun!

3

Very easy to
learn!

4

Widely used in
the real world

5

One of the top
skills for analysts



**Questions about
the course?**