Glossary

Data Analytics
Terms and Definitions

A

Analytical skills: Qualities and characteristics associated with using facts to solve problems

Analytical thinking: Identifying and defining a problem, then solving it by using data in an organized, step-by-step manner

B

C

Context: The condition in which something exists or happens

D

Data: A collection of facts

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

Data analyst: Someone who collects, transforms, and organizes data in order to draw conclusions, make predictions, and drive informed decision-making

Data analytics: The science of data

Data design: How information is organized

Data-driven decision-making: Using facts to guide business strategy

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

Data science: Using raw data to create new ways of modeling and understanding the unknown

Data strategy: The management of the people, processes, and tools used in data analysis

Data visualization: The graphical representation of data

Database: A collection of data stored in a computer system

Dataset: A collection of related data

E

F

Formula: A set of instructions used to perform a calculation using the data in a spreadsheet

Function: A preset command that automatically performs a process or task using the data in a spreadsheet

G

Gap analysis: A method for examining and evaluating the current state of a process in order to identify opportunities for improvement in the future

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Query language: A computer programming language used to communicate with a database

R

Root cause: The reason why a problem occurs

S

Stakeholders: People who invest time and resources into a project and are interested in its outcome

T

Technical mindset: The ability to break things down into smaller steps or pieces and work

with them in an orderly and logical way

U

V

Visualization: (Refer to data visualization)

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Y

Z