Glossary

Data Analytics
Terms and Definitions

A

Analytical skills: Qualities and characteristics associated with solving problems using facts

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

Attribute: A characteristic or quality of data used to label a column in a table

B

Business Task: The question or problem data analysis answers for a business

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 help make informed decisions

Data analytics: The science of data

Data design: How you organize information

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

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

Data science: Creating new ways of modeling and understanding the unknown by using raw data

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

Database: A collection of data stored in a computer system

E

F

Fairness: Ensuring that your analysis doesn't create or reinforce bias

Formula: A set of instructions that performs a specific calculation using the data in a spreadsheet

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

G

Gap analysis: A method for examining and evaluating how a process works currently in order to get where you want to be in the future

H

I

J

K

L

M

N

O

Observation: All of the attributes for something contained in a row of a data table

P

Q

Query: The way we use SQL to communicate with the database

Query language: A computer programming language that allows you to retrieve and manipulate data from a database

R

Root cause: The reason why a problem occurs

S

Stakeholders: People who have invested time and resources into a project and are interested in the outcome

T

A 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: The graphical representation of information

W

X

Y

Z