25 Key Data Analysis Terms Every Beginner Should Know

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1. Data Cleaning

Removing errors, duplicates,and inconsistencies from your dataset to make it usable.

2. Data Wrangling

The process of **reshaping** and **reformatting** raw data to make it useful for analysis.

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3. Descriptive Statistics

Numbers that help you **summarize** your data such as averages, medians, and standard deviation.

4. Exploratory Data Analysis (EDA)

Looking through your data visually and statistically to spot trends, patterns, and issues.

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5. Data Visualization

Using **charts, graphs, and plot**s to present insights in a clear,visual way.

6. Dashboard

An **interactive visual tool** that displays real-time data and key metrics in one place.

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7. KPI
(Key Performance Indicator)

A specific **metric** that tells you how well you're meeting your business goals.

8. Data Pipeline

A **series of automated steps** that move and transform data from one system to another.

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9. Structured vs. Unstructured Data

Structured = **neatly organized**
(like tables)
Unstructured = **messy formats**
(like videos or emails)

10. SQL

A **programming language**
used to communicate with
databases and retrieve or
manipulate data

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11. Excel

A popular **spreadsheet** tool used for calculations, analysis, and visualizations.

12. CSV File

A simple text format that stores data in rows and columns, often used for sharing datasets.

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13. Data Types

The **kind of data** you're working with, Such as text, numbers, dates, etc.

14. Null Values

Missing data points that need to be addressed before doing any serious analysis.

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15. Correlation

A statistical measure that shows the **relationship** between two variables.

16. Outliers

Unusual data points that don't follow the pattern. They can reveal errors or special cases.

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17. Data Sampling

Using a smaller chunk of your data to speed up analysis while still getting valid insights.

18. Hypothesis Testing

Using statistics to **confirm** or **reject assumptions** about your data.

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19. Aggregation

Summarizing data. For example, calculating totals or averages from a group of records

20. Group By

A function (used in SQL, Excel, Python) that lets you **group rows and apply calculations.**

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21. Pivot Table

A smart Excel tool that helps you **summarize** and **analyze large** datasets easily.

22. A/B Testing

A method for **comparing two versions** of something to see which one performs better

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23. Time Series Analysis

Analyzing data that is collected over time. It is useful for spotting trends and making forecasts.

24. Regression

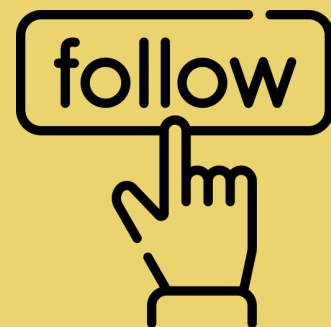A technique to **predict** the value of one variable based onanother (e.g., income based on age)
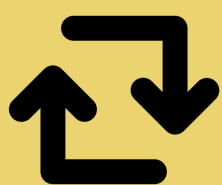
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25.
Business Intelligence(BI)

The tools and processes that help organizations make informed decisions with their data

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