Journal 2: Analytics Application

1. Section One: Reflecting on your experience in data analytics, could you identify the key areas where you excel, as well as the aspects where there is room for further development or improvement?

Looking back at the quizzes, dossier, and individual/group work, I recognize that exploratory data analysis (EDA) and connecting analytics to business problems are my strongest areas. EDA felt natural to me because I had prior exposure to it in previous courses, and I was able to carry that foundation into our current work. Likewise, interpreting data in the context of business scenarios comes naturally to me, since I enjoy reasoning about how numbers influence decisions.

On the other hand, I found debugging codes and remembering the correct syntax or logic to be more challenging. Early on, I realized that it is somewhat unrealistic for me to perfectly memorize every line of code, so I developed the habit of taking notes on what worked. This strategy has made me consistent, those notes would probably be useful in the future. Another area of growth was presenting results, as I sometimes forgot rules for interpretation. However, with more practice in correlation analysis and EDA, I became more confident and systematic in my approach.

2. Section Two: What intrinsic factors do you believe have contributed to your strengths in these areas, and conversely, which internal challenges may have influenced the areas where you've faced difficulties?

Several intrinsic factors supported my progress. My curiosity, teamwork, and problem-solving mindset were the biggest contributors. In group activities, I was motivated to share ideas, think critically, and also listen to others' perspectives, which improved my overall understanding.

At the same time, I faced internal challenges such as self-doubt and not reviewing enough. These sometimes limited my confidence and slowed down my coding process. However, I learned to overcome this by regularly reviewing our Jupyter notebooks from past lessons. This recap strategy not only reinforced my memory but also helped me approach new topics with more clarity.

3. Section Three: The upcoming exam on analytics application will consist of an essay component focused on business and data understanding, alongside a live coding segment covering exploratory data analysis, descriptive analytics, and correlational analysis. Given your awareness of your current strengths and areas for improvement, outline a strategic and actionable preparation plan to ensure strong performance across all components of the exam.

I feel more confident about the business insight part of the exam, but I need more practice with the technical side, especially correlation because the rules can be confusing.

My plan is to follow a structured review schedule:

1. Review Business and Data understanding, EDA and Descriptive Analytics first - go through my notes and practice the codes again.
2. Practice Correlation Analysis - review Pearson, Spearman, and Kendall, and focus on when to use each one.
3. Connect results to business insights - practice explanations of what the numbers mean in business terms.
4. Make a study schedule - review step by step, from Business and Data Understanding to EDA and correlation, and take notes.
5. Rest and recap - give myself time to relax so I stay fresh and avoid burnout, then go back and review everything so I don't forget.

With this plan, I believe I can perform strongly across the exam's essay and live coding components. I will combine my natural strengths in business understanding with focused practice on the technical side, ensuring I am confident in both explaining insights and executing analysis.