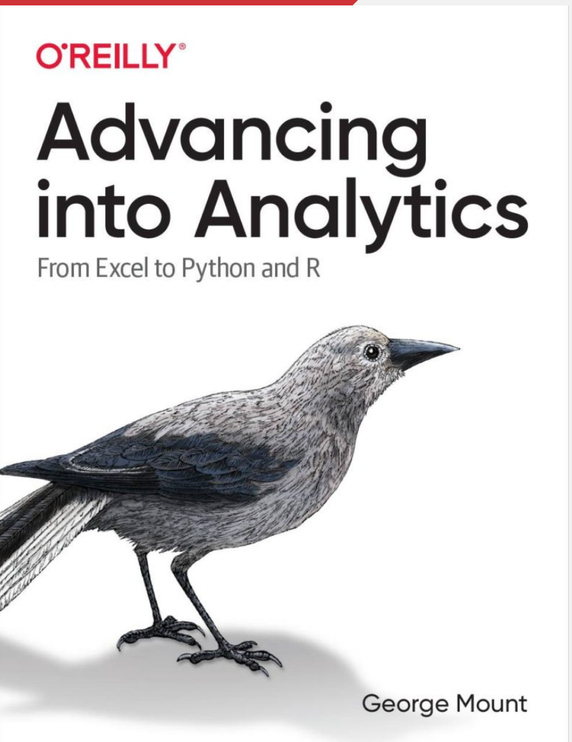
STRINGFEST ANALYTICS



ADVANCING INTO ANALYTICS

George Mount

Founder, Stringfest Analytics

- Data analyst & educator
- Analytics education blog: stringfestanalytics.com
- Building analytics courses & communities

STRINGFEST ANALYTICS

OBJECTIVES FOR TODAY

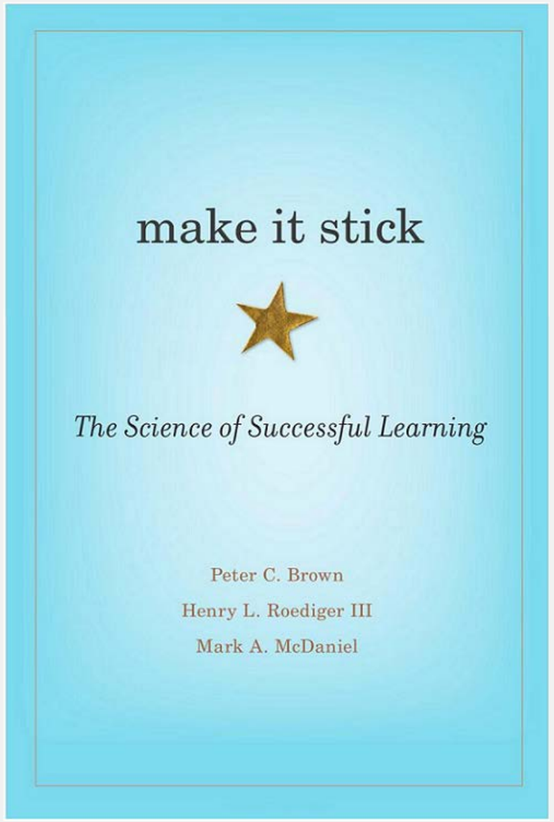
- Why *Advancing into Analytics?*
  - Objectives
  - Pre-requisites
- A tour of the book
- Conclusion
  - Resources
  - What's with the bird?

WHY *ADVANCING INTO ANALYTICS?*

MAKE STRAIGHT THE PATH

"The more you can explain about the way your new learning relates to your prior knowledge, the stronger your grasp of the new learning will be, and the more connections you create that will help you remember it later."

-- Brown et al., *Make it Stick: The Science of Successful Learning*



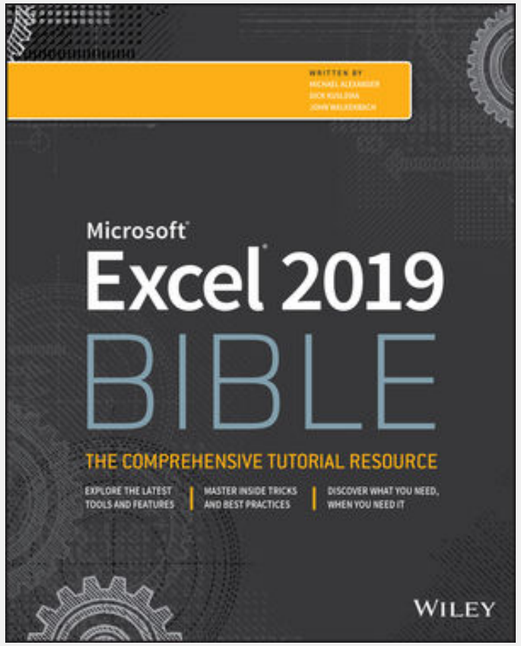
LEARNING OBJECTIVE

"By the end of this book, you should be able to conduct exploratory data analysis and hypothesis testing using a programming language"

- Data visualization
- Summary statistics
- Probability
- Inferential statistics
- Data cleaning & manipulation

PRE-REQUISITES

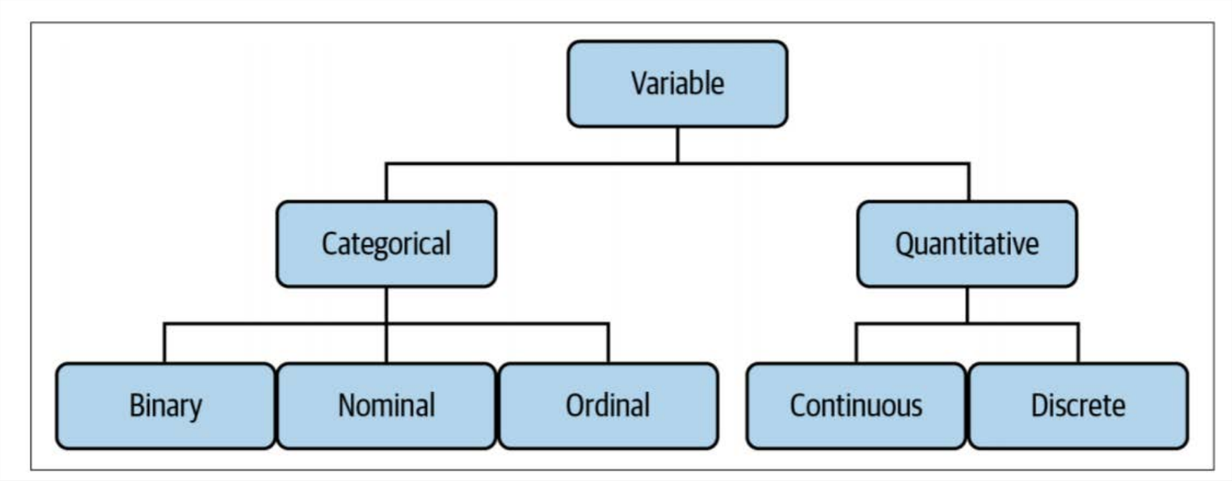
- Absolute, relative, and mixed cell references
- Conditional logic and conditional aggregation (`IF()` statements, `SUMIF()/SUMIFS()`, and so forth)
- Combining data sources (`VLOOKUP()`, `INDEX()/MATCH()`, and so forth)
- Sorting, filtering, and aggregating data with PivotTables
- Basic plotting (bar charts, line charts, and so forth)



A TOUR OF THE BOOK

I. FOUNDATIONS OF ANALYTICS IN EXCEL

1. **Foundations of Exploratory Data Analysis**
2. Foundations of Probability
3. Foundations of Inferential Statistics
4. Correlation and Regression
5. The Data Analytics Stack



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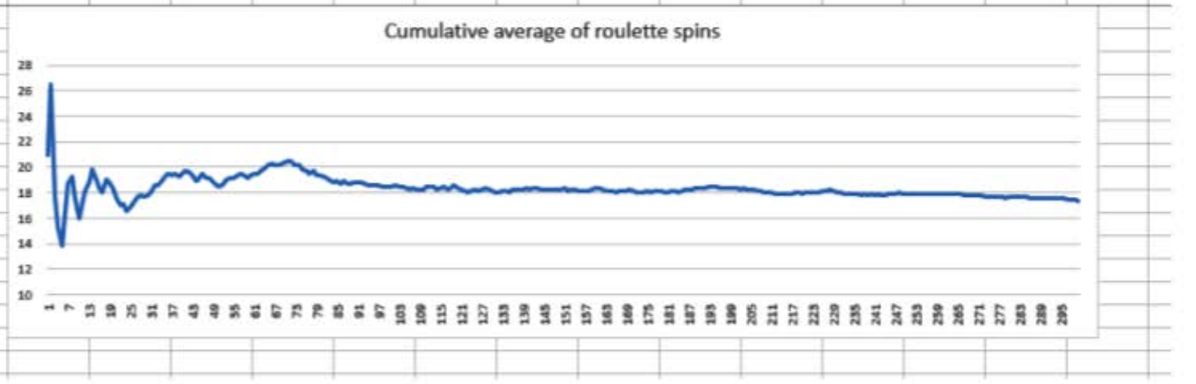
	A	B	C
1	Trial	Outcome	Average outcome
2	1	21	21
3	2	32	26.5
4	3	0	17.66666667
5	4	8	15.25
6	5	8	13.8
7	6	29	16.33333333
8	7	33	18.71428571
9	8	23	19.25
10	9	4	17.55555556
11	10	2	16
12	11	28	17.09090909
13	12	29	18.08333333
14	13	27	18.76923077
15	14	33	19.78571429
16	15	9	19.06666667
17	16	7	18.3125



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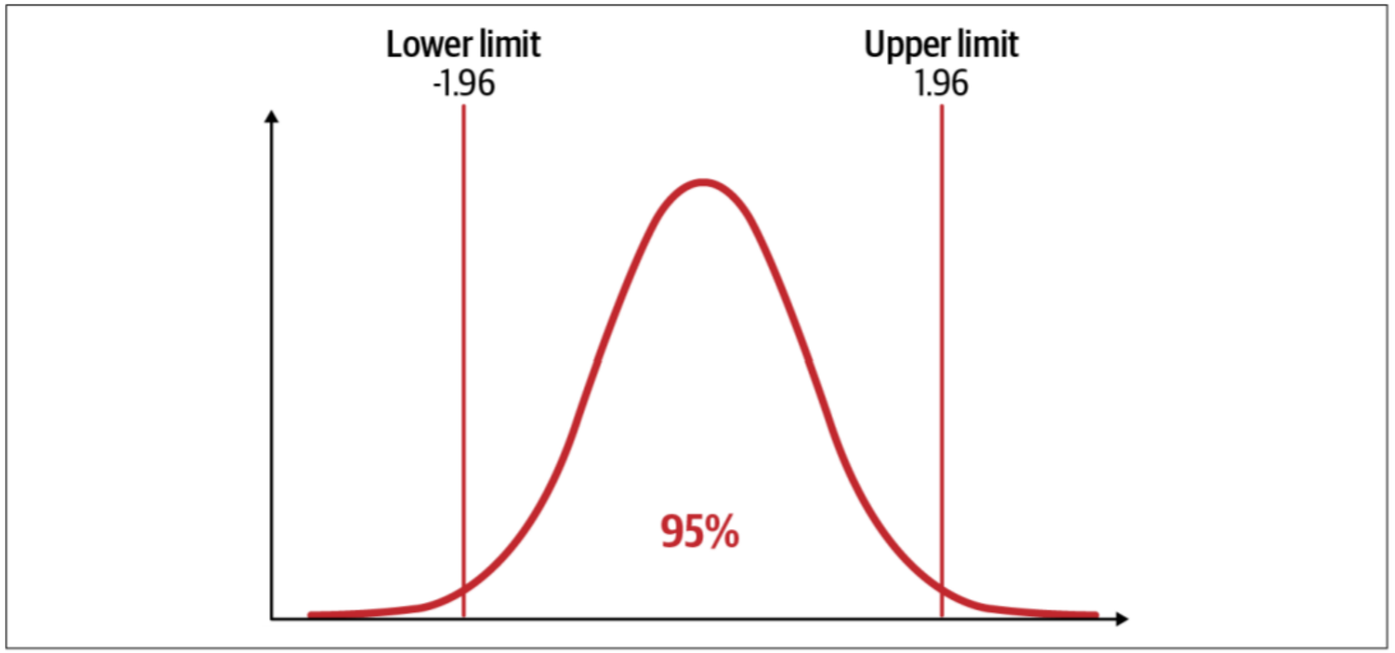

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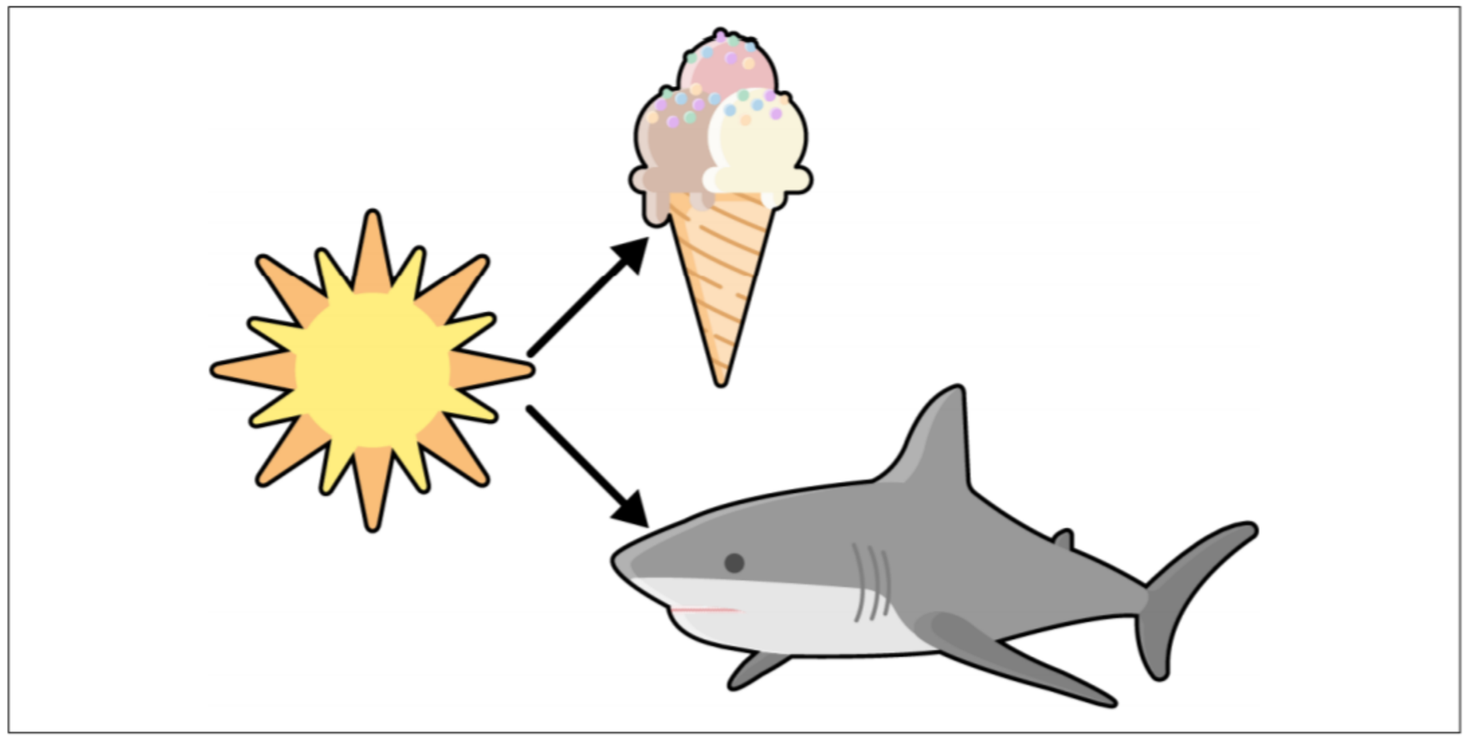

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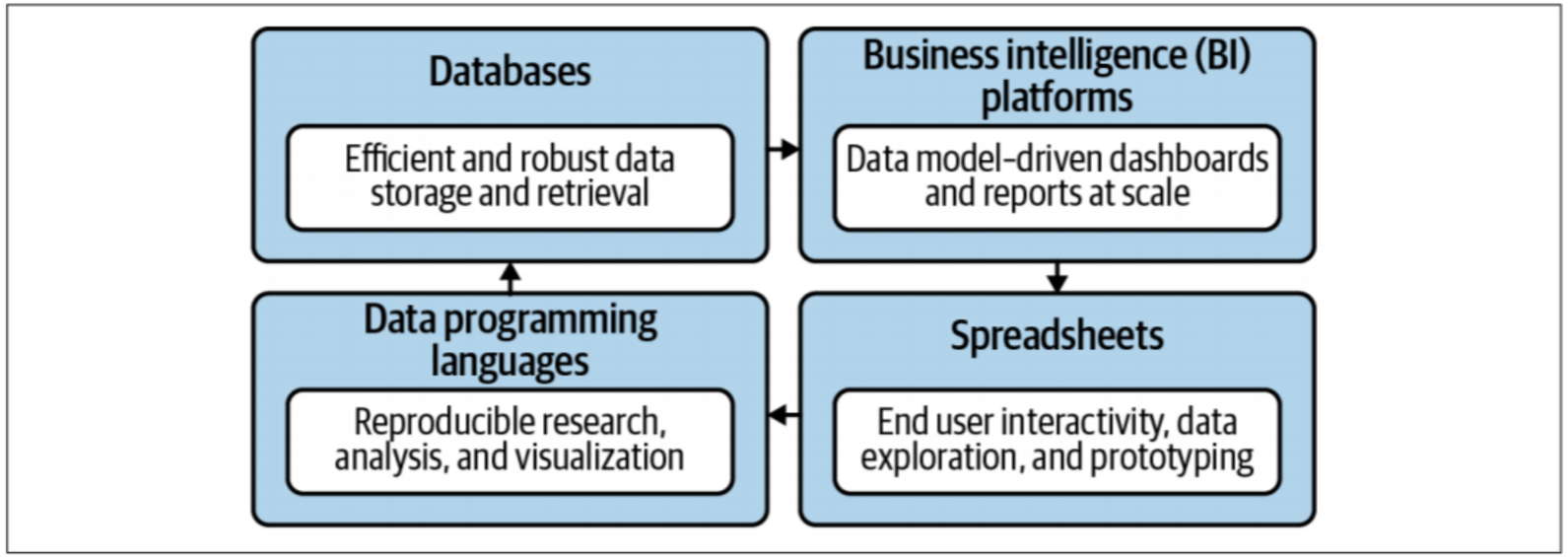


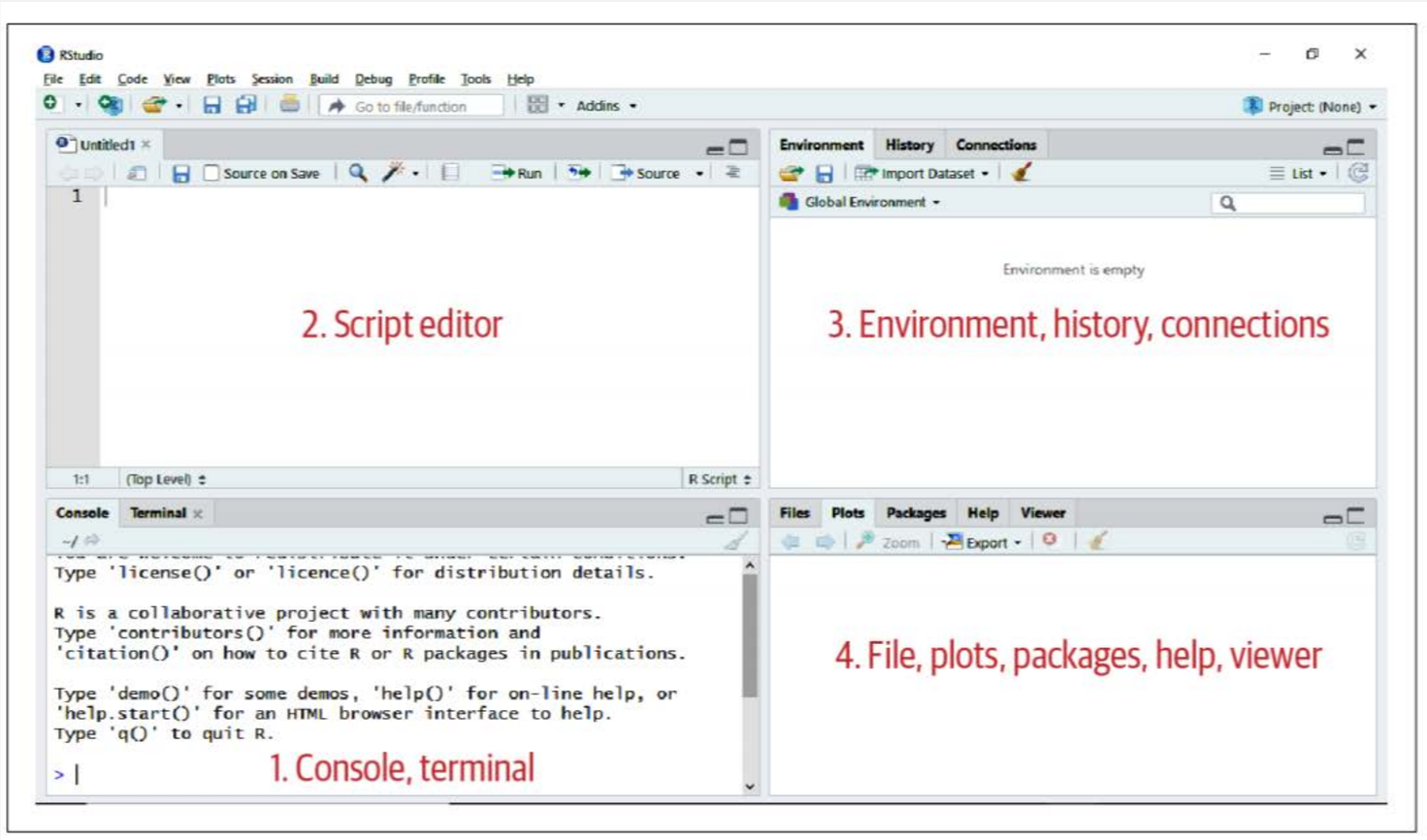
II. FROM EXCEL TO R

6. First Steps with R for Excel Users

7. Data Structures in R

8. Data Manipulation and Visualization in R

9. Capstone: R for Data Analytics



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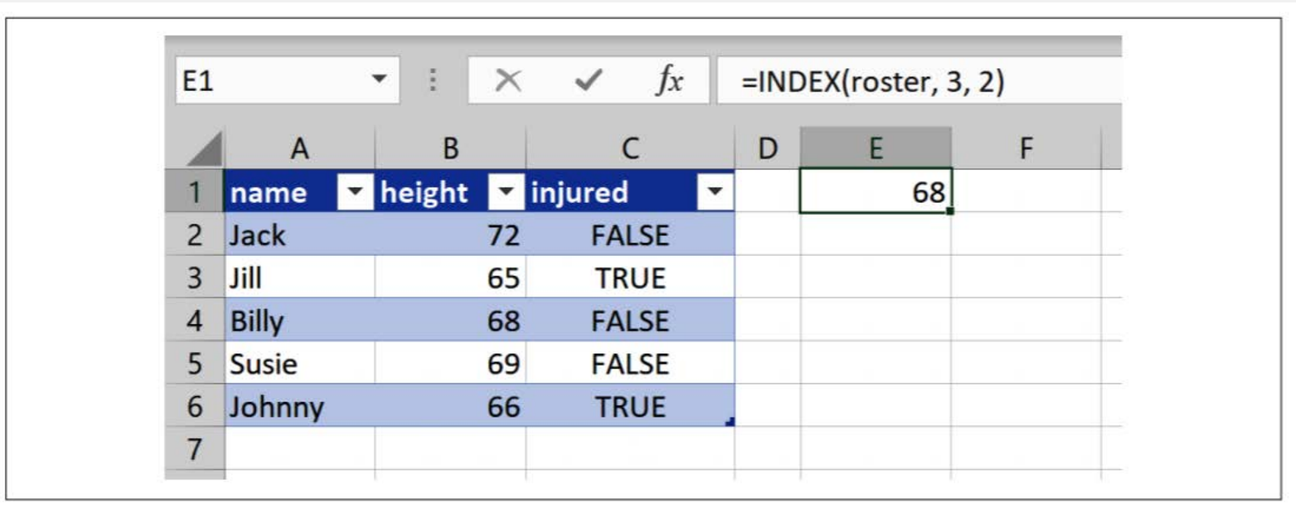


```
# Third row, second column of data frame
roster[3, 2]
#> [1] 68
```

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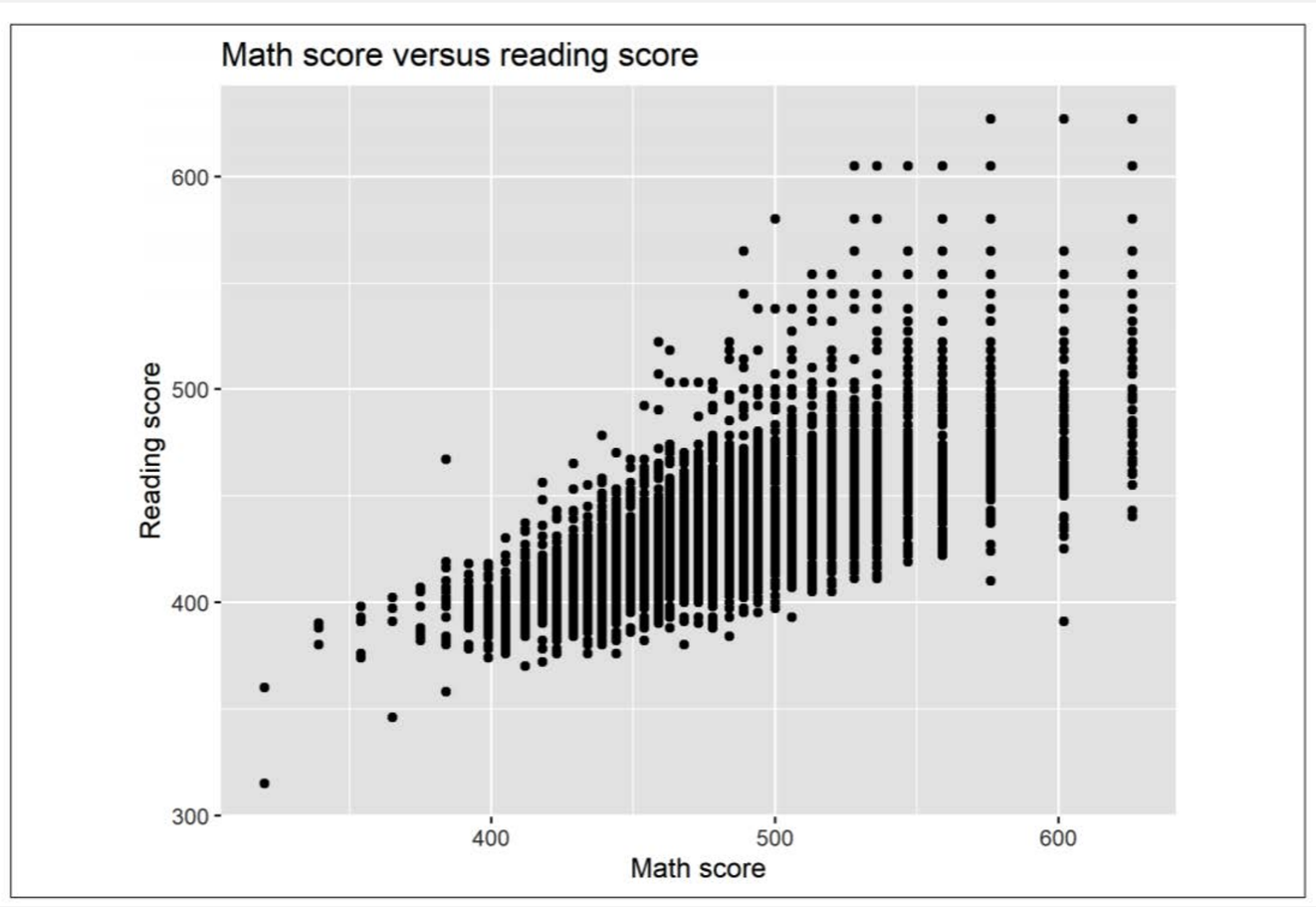

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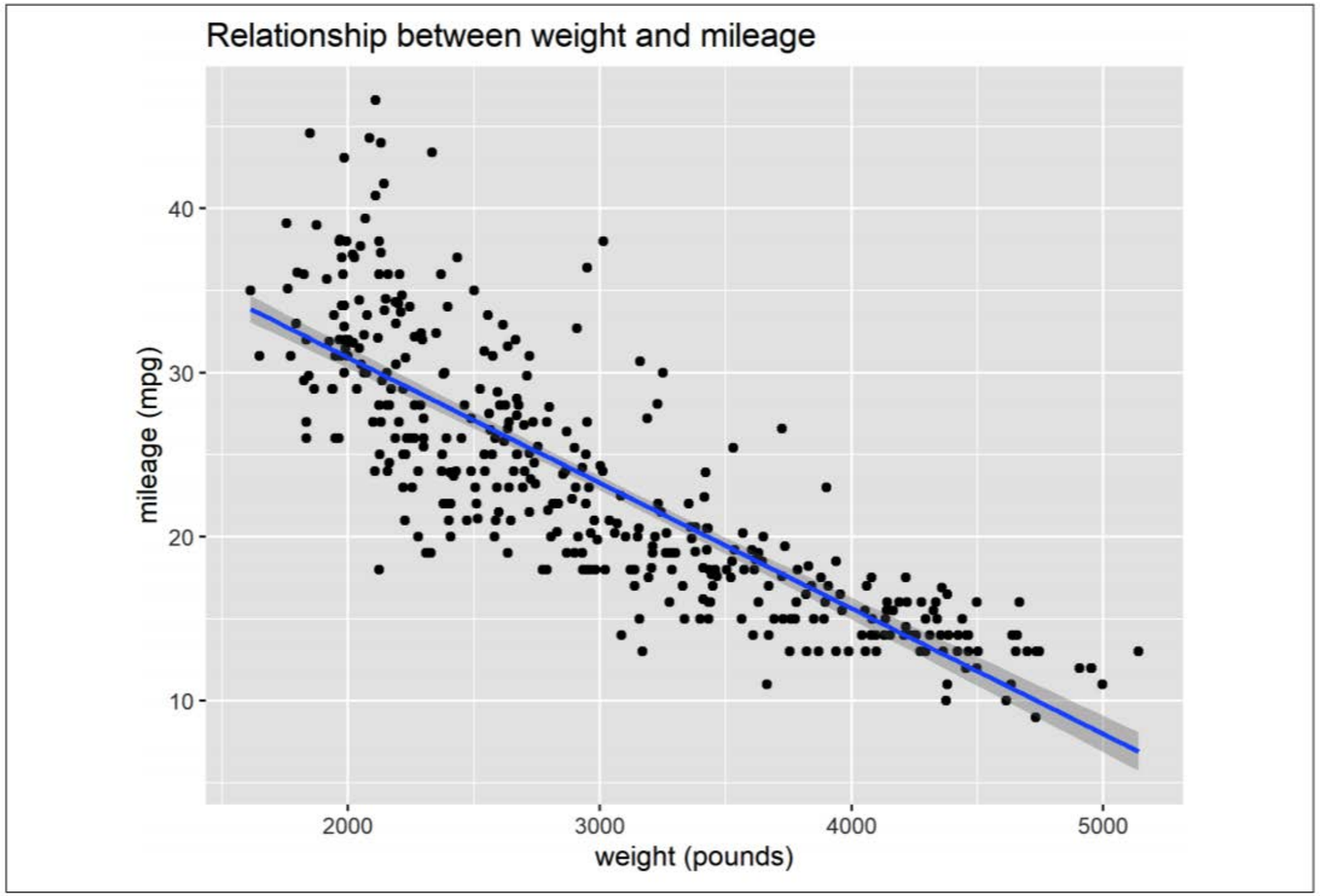
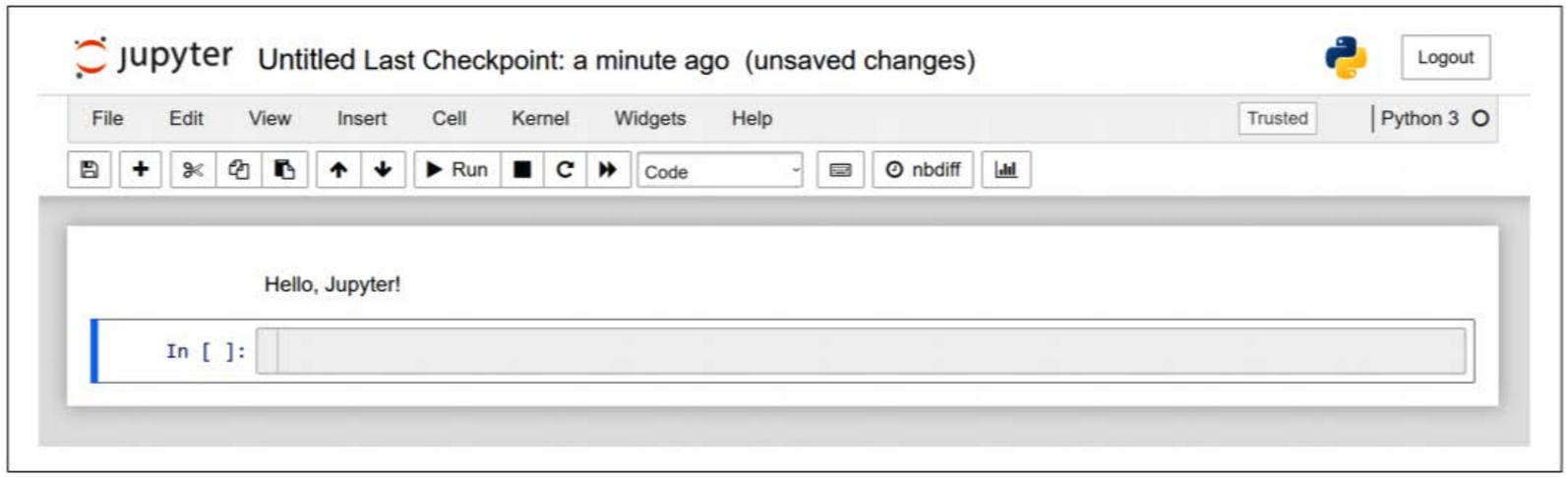


III. FROM EXCEL TO PYTHON

10. First Steps with Python for Excel Users
11. Data Structures in Python
12. Data Manipulation and Visualization in R
13. Capstone: Python for Data Analytics
14. Conclusion and Next Steps



CONCLUSION

READ IT

FOR FREE

- 30 days free: https://learning.oreilly.com/get-learning/?code=MOUNT21
- Leave a review!

FOR KEEPS

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WHAT'S WITH THE BIRD?

Clark's Nutcracker

STRINGFEST ANALYTICS

THANK YOU

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QUESTIONS?