A Taste of Data Analytics: Analyzing Facebook data

Join Violeta Mezeklieva, who will give you a taste of coding with Python focused on data from Facebook. This showcase will give you an opportunity to open yourself up to the possibilities of data without fear

6.00_PM
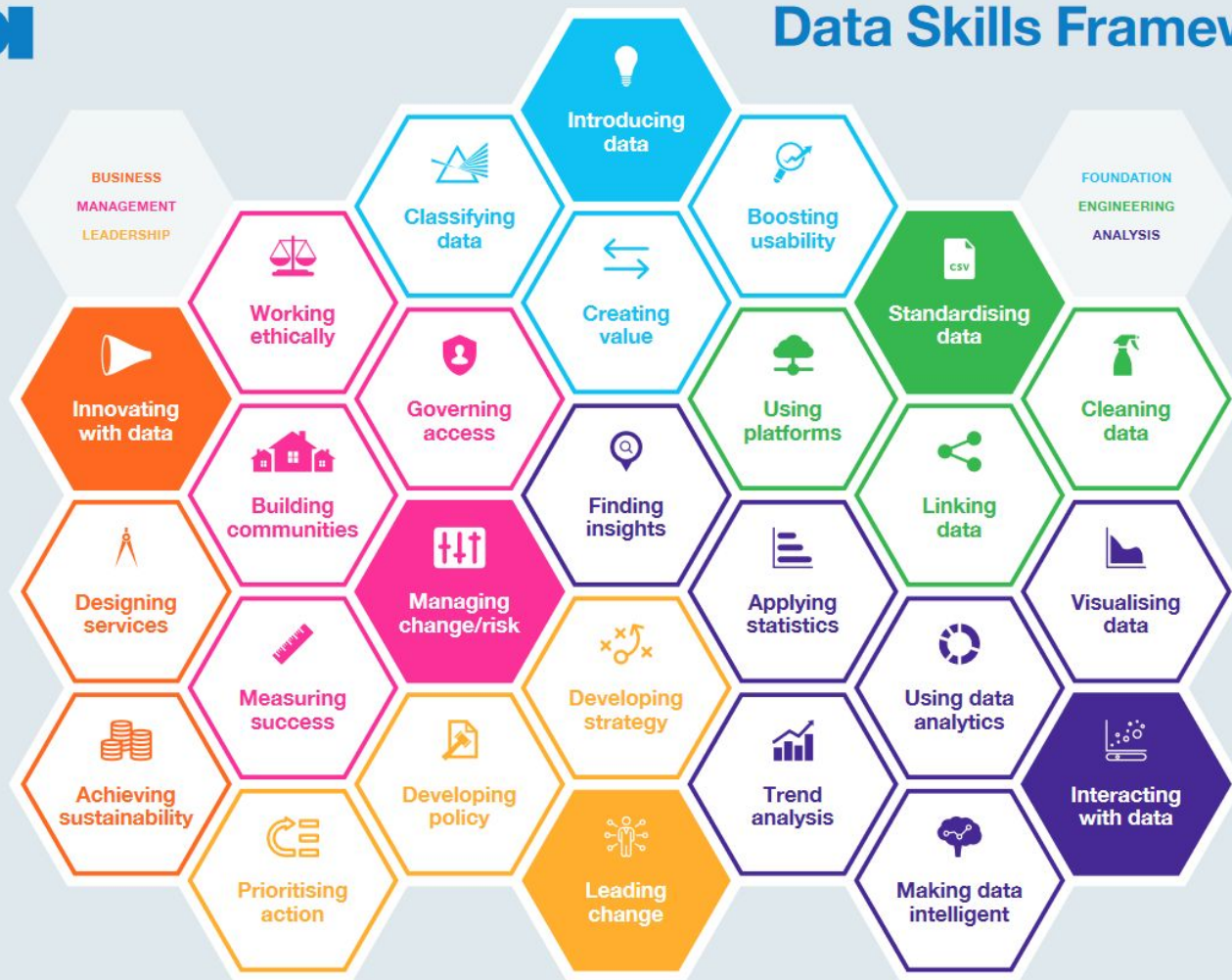07_September
Online Event

Violeta Mezeklieva

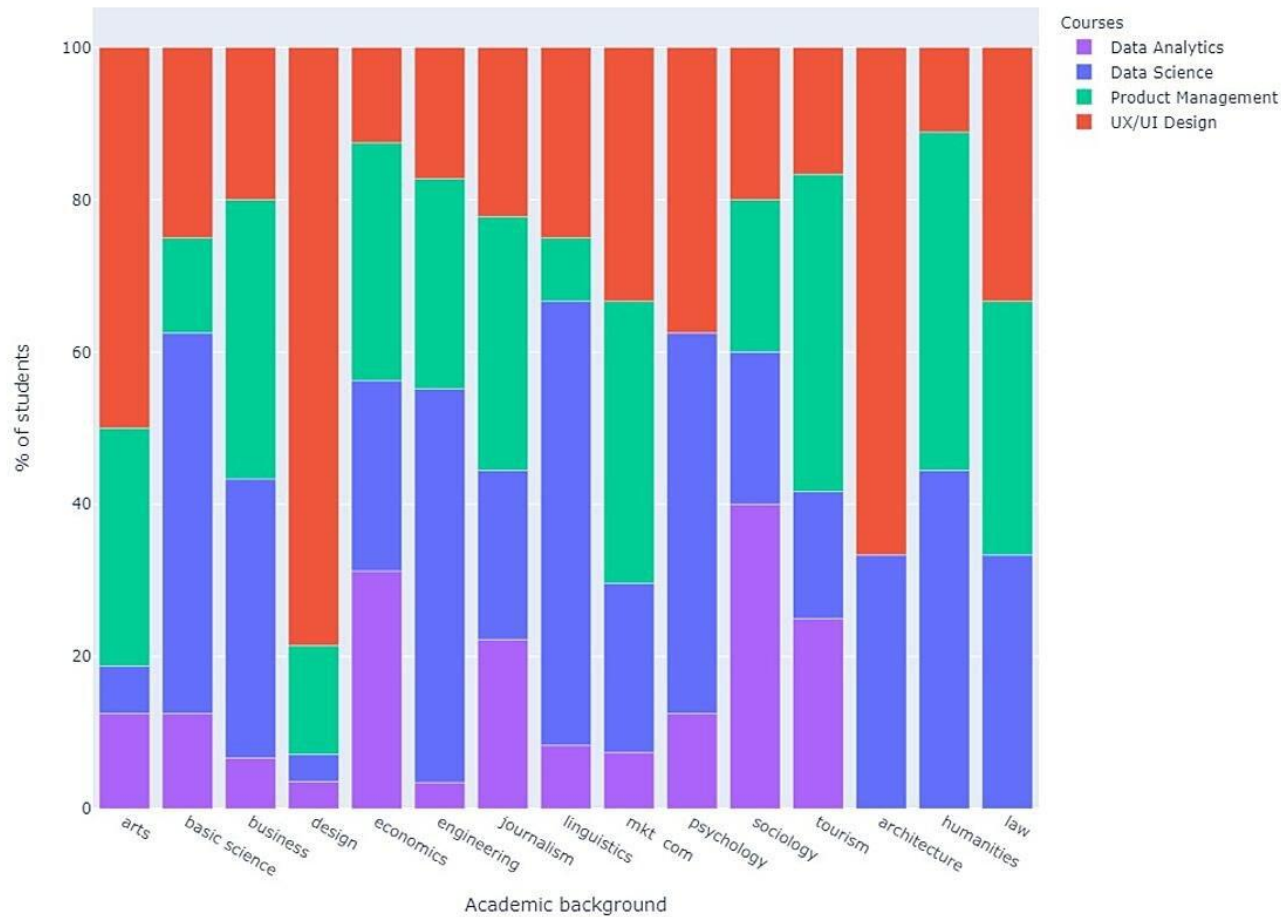From Environmental Policy

To cinema

To data science

To TIMBL

and I am sure to more to come...

Data Skills Framework
2020-03

ODI

BUSINESS
MANAGEMENT
LEADERSHIP

FOUNDATION
ENGINEERING
ANALYSIS

Introducing data

Classifying data

Boosting usability

Working ethically

Creating value

Standardising data

Innovating with data

Governing access

Using platforms

Cleaning data

Building communities

Finding insights

Linking data

Designing services

Managing change/risk

Applying statistics

Visualising data

Measuring success

Developing strategy

Using data analytics

Achieving sustainability

Developing policy

Trend analysis

Interacting with data

Prioritising action

Leading change

Making data intelligent

Open Data Institute #DataSkillsFramework

theodi.org/tools

AllWomen alumni data

What makes a data analyst excellent?

On the nature of analytics, part 2 of 2

Cassie Kozyrkov · Aug 14, 2020 · 6 min read

Before we dissect the nature of analytical excellence, let's start with a quick summary of three common misconceptions about analytics from Part 1:

1. *Analytics is statistics. (No.)*

2. *Analytics is data journalism / marketing / storytelling. (No.)*

3. *Analytics is decision-making. (No!)*

- Speed of getting data that's promising and relevant. (***Domain knowledge.***)

- Speed of getting data ready for manipulation. (***Software skills.***)

- Speed of getting data summarized. (***Mathematical skills.***)

- Speed of getting data summaries into their own brains. (***Data visualization skills.***)

- Speed of getting data summaries into stakeholders' brains. (***Communication skills.***)

- Speed of getting the decision-maker inspired. (***Business acumen.***)
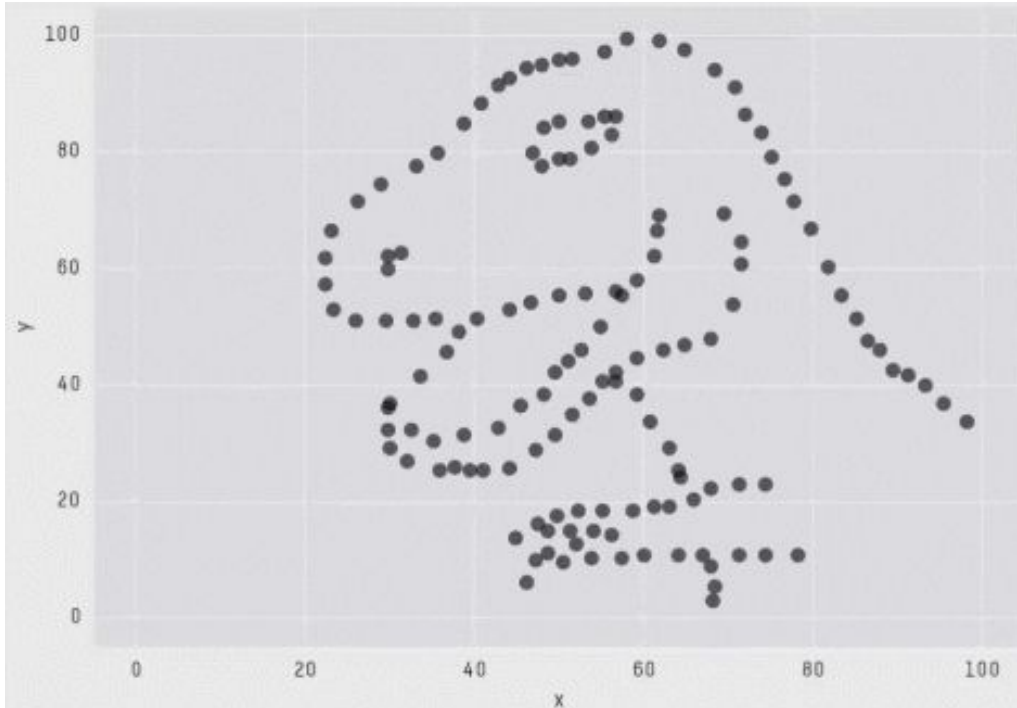
What does a data analyst do?

allWomen

PyLadies

LinkedIn
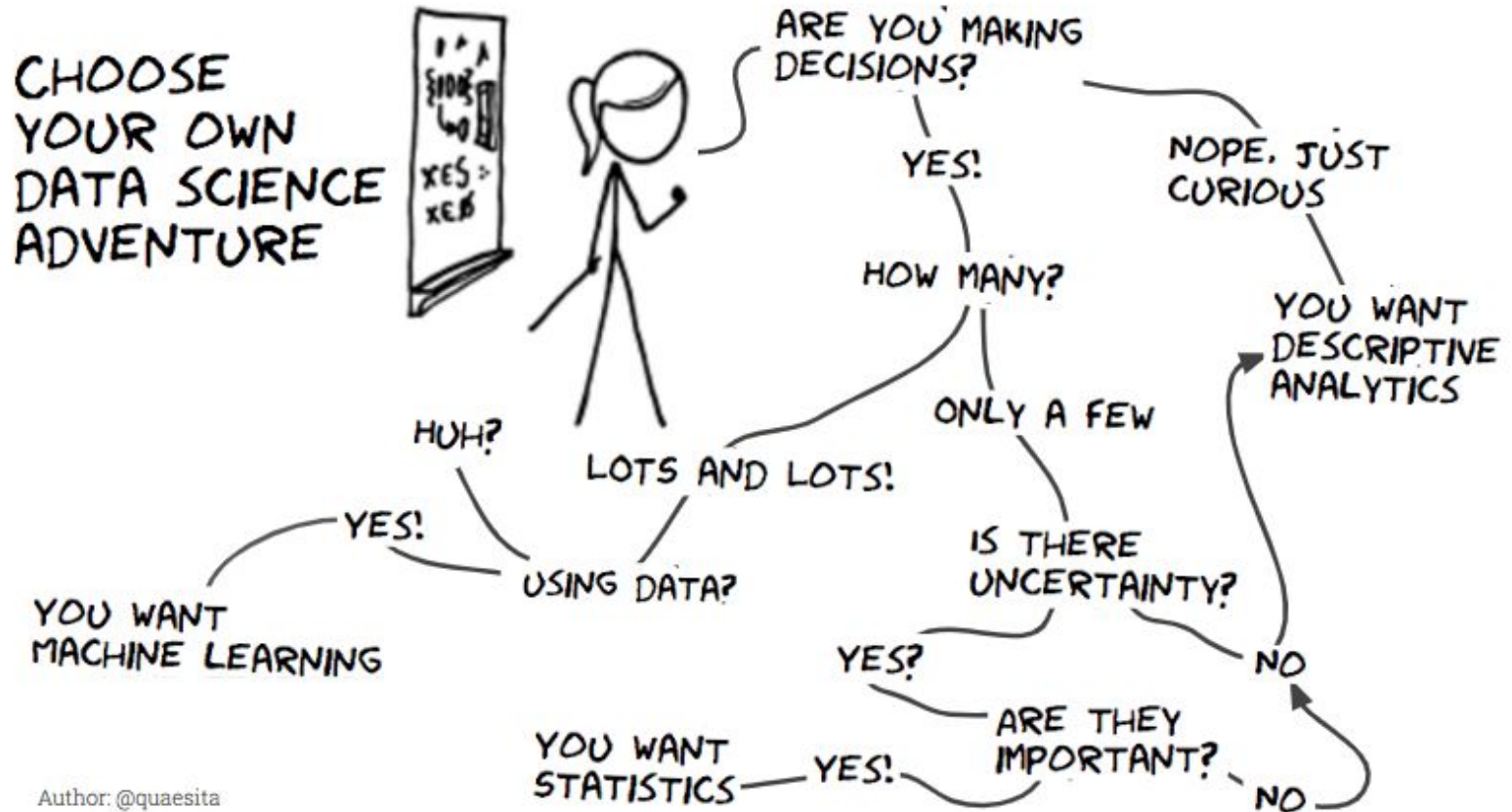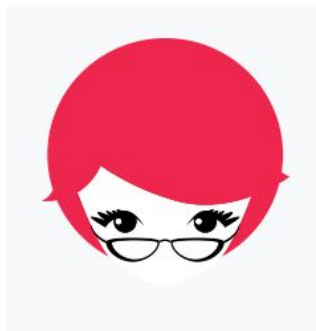
Find your network

Data with the same data can produce radically different stories

X Mean: 54.2659224
Y Mean: 47.8313999
X SD   : 16.7649829
Y SD   : 26.9342120
Corr. : -0.0642526

use case:
Analysing Facebook metrics