



FULLSTACK INTENSIVE BOOTCAMP

Data Analyst

MySkill

Kickstart Career as Data Analyst

Presented by : Wildan Zakaria

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MINI PORTOFOLIO

Course Summary



Data is Information

Big data is information that has a large and complex size.

Characteristics of big data **(5V)** :

- **Volume**, huge amount of data.
- **Variety**, different formats of data from various sources.
- **Value**, extract useful data.
- **Velocity**, high speed of accumulation of data.
- **Veracity**, inconsistencies and uncertainty in data.



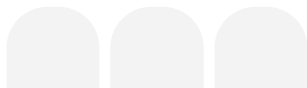
Course Summary



Why is **data important**?

- Keeping track of the information
- Minimizing assumptions
- Making informed decisions
- Maximizing the opportunities
- Serving customers better

The people who handle the data



Describe based on your understanding!

- **Why do companies need data?**

Companies need data because it can provide the insight and understanding needed to make better decisions and more effective strategies.

- **What's the difference between data engineer, analyst, and scientist?**

Data engineer : Build and optimise the systems that allow data scientist and data analysis to perform their work

Data analyst : Deliver value by analysing data, communicating the results to help make business decisions

Data scientist (Predictive) : Use data to solve business problems

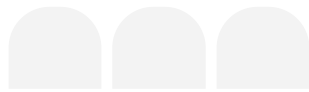
- **Read this article:**

<https://gibranhuzaifah.medium.com/habits-of-being-happy-aa7acc7dc0f6>



Let's study these cases

- Raphael is a mobile vegetables seller. Everyday he sells a lot of veggies to the moms in many housing complex. Can Raphael step up his game to be a data-driven vegetables seller? If yes, how can he do it?
- Shaenette loves baking so much that she considers to sell her pastries online. Do you think she needs to be data-driven? What are your advices to her?
- Haji Endo is the head chief of one of the largest charity in Yokohama. Fundraising and distribution in traditional fashion have been running for years, but Haji Endo wants to do a breakthrough: to serve the donors and recipients more personally. What can he do?





Case 1 - A Vegetables Seller

Raphael is a mobile vegetables seller. Everyday he sells a lot of veggies to the moms in many housing complex. Can Raphael step up his game to be a data-driven vegetables seller? If yes, how can he do it?

What data do you need? (Top 3)	Why you need it?	How do you use it?
<ul style="list-style-type: none">- Daily sales data- Customer data- Supplier data	<ul style="list-style-type: none">- To forecast potential demand. Since the veggies are easily rotten	<ul style="list-style-type: none">- Process the data from daily sales data- Interpret the sales result, further clustered by the customer groups- Match with data supplier is also required if we want to ensure the demand is fully covered





Case 2 - Baking Store

Shaenette loves baking so much that she considers selling her pastries online. Do you think she needs to be data-driven? What are your advice to her?

What data do you need? (Top 3)	Why you need it?	How do you use it?
<ul style="list-style-type: none">• Pastries type data• Customer rating data• Daily sales data	<ul style="list-style-type: none">• To observe the causes of high and low sales of each type of pastries.	<ul style="list-style-type: none">• Collect and group each type of pastries.• Correlate each type of pastries with customer ratings and daily sales totals.• Calculate the average ratings and sales, then observe.

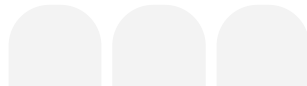




Case 3 - Charity Industry

Haji Endo is the head chief of one of the largest charity in Yokohama. Fundraising and distribution in traditional fashion have been running for years, but Haji Endo wants to do a breakthrough: to serve the donors and recipients more personally. What can he do?

What data do you need? (Top 3)	Why you need it?	How do you use it?
<ul style="list-style-type: none">• Recipient data• Donor data• Platform data	<ul style="list-style-type: none">• To improve the relationship between donor and recipient.	<ul style="list-style-type: none">• Sort and observe recipients who are more deserving of donations.• Connecting donor profiles with recipients and observe which recipients are more suitable for the amount of donation given.• Choose a good and easily accessible platform to connect donors and recipients directly.



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Instagram : Wildanzkkr

Email : Wildanzakariaa@gmail.com

LinkedIn : LinkedIn.com/in/Wildanzakaria

Bootcamp Data Analysis
by @myskill.id

