

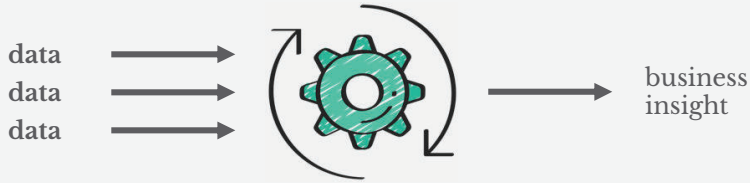


BUSINESS ANALYTICS (Cheat Sheet)

codybaldwin.com

BASIC CONCEPTS

What is Analytics?



Types of Analytics

- **Descriptive Analytics** What happened?
- **Predictive Analytics** What might happen?
- **Prescriptive Analytics** What should we do?

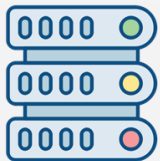
Lifecycle of Analytics (“CRISP-DM”)

- **Business Understanding** Define the business problem.
- **Data Understanding** Identify available data and gaps in data.
- **Data Preparation** Clean and prepare the data.
- **Modeling** Build predictive models.
- **Evaluation** Evaluate how the models perform.
- **Deployment** Start using the chosen model.

BIG DATA

Big data is so large that “it requires the use of new technical architectures ... to enable insights that unlock new sources of business value.” (McKinsey)

3 V's of Big Data (Defining Characteristics)



Volume



Velocity



Variety

POPULAR TOOLS



Microsoft Excel

Allows you to explore/analyze smaller data sets



Tableau Desktop (or Power BI)

Allows you to visualize your data with dashboards



Python Language (or R)

Allows you to build models to make predictions



Structured Query Language (SQL)

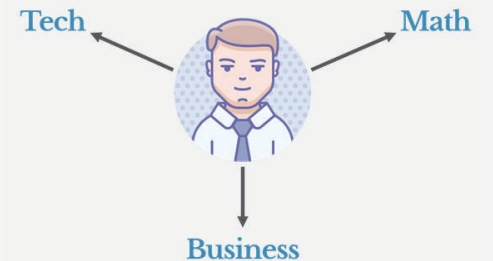
Allows you to communicate and interact with databases

CAREERS IN ANALYTICS

Common Job Titles

- Business Analyst
- Business Intel. Analyst
- Analytics Manger
- Data Analyst
- Data Scientist *
- ...

* Most people feel this job is more technical.



Most job postings ask about software, so:

- Select a tool from above
- Download a free trial.
- Get a pizza!
- Spend a weekend to learn.
- State you have “Experience with...” on your resume.