BUSINESS ANALYTICS (Cheat Sheet)

Simple | Smart | Speed
CHOOLS

BASIC CONCEPTS

What is Analytics?

dat a dat a dat a → ⚙ → business insight

Types of Analytics

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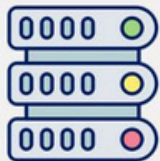Prescriptive Analytics — What should we do?

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.
Deploym ent — 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   V elocity   V ariety

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

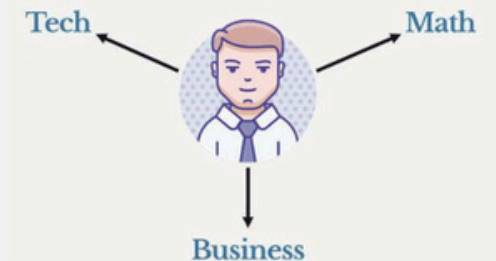### Common Job Titles
Business Analyst
    Business Intel. Analyst
    Analytics Manger
Data Analyst
Data Scientist *
...
*Most people feel this job is more technical.

Tech   Math

Business

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.