Data Analytics for Beginners: Basic Guide to Master Data Analytics

Paul Kinley

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DATA ANALYTICS FOR BEGINNER: IN ORDER TO SUCEED IN TODAYS'Ss FAST PACE BUSINESS ENVIRONEMNT, YOU NEED TO MASTER DATA ANALYTICS.

Data Analytics is the most powerful tool to analyze today's business environment and to **predict future developments**.

Is it not the dream of every business owner to know exactly what the customer will buy in 6 months or what the new product hype will look like in your **OWN industry?**

Data Analytics is the tool that will bring you answers to these questions.

Here's why Data Analytics for Beginners will bring your business to a complete new level:

- How you can use data analytics to improve your business
- How to plan data analysis to know exactly what your target group wants
- How to implement descriptive analysis
- You will learn the exact techniques that are required to master Data AnalyticsOur customer's feedbackI am the owner of a home supplies shop with 15 employees and this book improved the sales by 18,5% during the last 3 months. *Richard S., Boston.*Data Analytics for Beginners was a eye opener for me and my business. With this book I research all of my products on sale and my skills about the market I am in enhanced drastically. I can recommend this book to everyone that is planning to improve the business. *Anamda R., Sacramento.*During my IT studies this book supported me a lot with anaylsis about future business trends. This book has a easy to understand writing style without any expert language. In other words: every beginner can work with this book right away.*Thomas E., Baltimore.*Here's what you will get
- Planning a Study
- Surveys
- Experiments
- Gathering Data
- How to select useful samples
- Avoiding Bias in Data Sets
- Descriptive Analysis
- Mean
- Median
- Mode
- Variance

- Standard Deviation
- Coefficient of Variation
- Pie Charts
- How to create Pie Charts in Excel
- Bar Graphs
- How to Create Bar Charts in Excel
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