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Data Analyst

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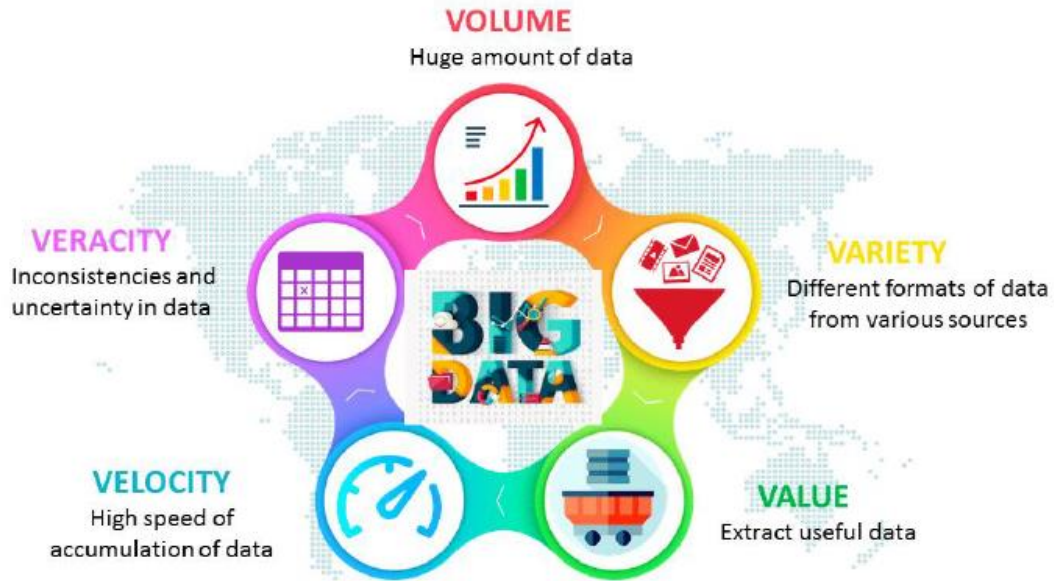
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MINI PORTOFOLIO

Course Summary

Data adalah informasi.

5 Ciri Big Data:



Course Summary

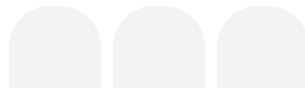


Beberapa kegunaan Data bagi suatu perusahaan:

- Keeping Track Information, mengetahui kronologi suatu data yang didapat
- Minimize Assumption, menengahi perbedaan pendapat dengan menggunakan data
- Making Informed Decision, pengambilan keputusan berdasarkan data
- Maximize Opportunities, mengetahui berbagai peluang melalui data
- Serving Customer Better, memberikan data yang sesuai kebutuhan kepada customer

Big Data tidak dapat dikerjakan oleh satu role saja, pada umumnya Big Data akan dikerjakan oleh 3 role utama

1. Data Engineer, bekerja sebagai pemeroleh data ataupun mengumpulkan data untuk Data Analyst
2. Data Analyst, bekerja sebagai yang memproses data sesuai kebutuhan (filter data) dari Data Engineer
3. Data Scientist, bekerja menggunakan data yang sudah diolah oleh Data Analyst untuk problem solving





Let's study these cases

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?	Why you need it?	How do you use it?
<ul style="list-style-type: none">• Daily sales data• Pastries trend data• Supplier data	<ul style="list-style-type: none">• To forecast potential demand of pastries since it sells online, so there's not pastries wasted.	<ul style="list-style-type: none">• Process the data from daily sales data and pastries trend data• Interpret the daily sales result, further clustered by the most wanted pastries• Interpret the pastries trend result, further clustered by the most trend pastries that customers want to try• Match with data supplier is also required if we want to ensure the demand is fully covered



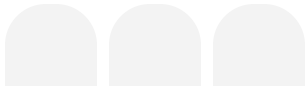


Let's study these cases

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?	Why you need it?	How do you use it?
<ul style="list-style-type: none">• Donors data• Recipients data• Donation Preferences data	<ul style="list-style-type: none">• To forecast the interest of donors and recipients to improve communication strategies	<ul style="list-style-type: none">• Process the data from donors data and recipients data• Interpret the donors result, creating personalized communications and targeted fundraising campaigns• Interpret the recipients result, further clustered by the situation and the need to adjust the support to be provided



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