



## سرفصل های دوره Data Analyst

### **Fundamentals of Data Analysis**

- The Importance of Good Data
- Centralized Data Benefits
- Structured vs. Unstructured Data
- Typical Sources of Business Data
- Search Engine Optimization

### **Introduction to Big Data**

- Big data
- The Importance of IT Data Management
- IT Business Environments
- Cloud-Based Data
- Cloud-Native Data
- In-House Data
- When to Migrate In-House Data to the Cloud
- Variations of Cloud-Based Systems
- Typical Databases Used for Data Analysis
- Data-driven Business Decisions

### **Working with Data Sources**

- Data E-Harmony: Working with Different Departments to Bring Data Together
- The Purpose of Customer Relationship Management (CRM)
- CRM Integration: A Banking Scenario

- Obtaining Data from E-Mail and User Forums
- Obtaining Data from Other Knowledge Bases
- Obtaining Data from CRM and Business-to-Business Frameworks
- Transaction, Payment and Inventory Data
- Using Multiple Data Sources

## **Tools for Capturing and Analyzing Data**

- Capturing Data: Tableau Public
- Capturing Data: Google Fusion Tables
- Capturing Data: OpenRefine
- Overview: Hadoop-Based Environments
- Capturing and Analyzing Data in Hadoop
- The R Project
- Additional Software for Data Capture

## **Analyzing and Reporting Data**

- Network Traffic
- Organizational Efforts and Business Outcomes
- Best Methods to Capture and Report Specific Data
- Data Analysis and Reporting Dashboards
- Create Reports and Charts
- Create a Presentation for Reporting Data
- Frequently Asked Questions for Presentations

## **Appendix A: Data Analyst Objectives and Locations**

## **Appendix B: Works Consulted**