



UNC
INFORMATION
TECHNOLOGY SERVICES
Enterprise Applications

Everyday Ways to do Data Analytics

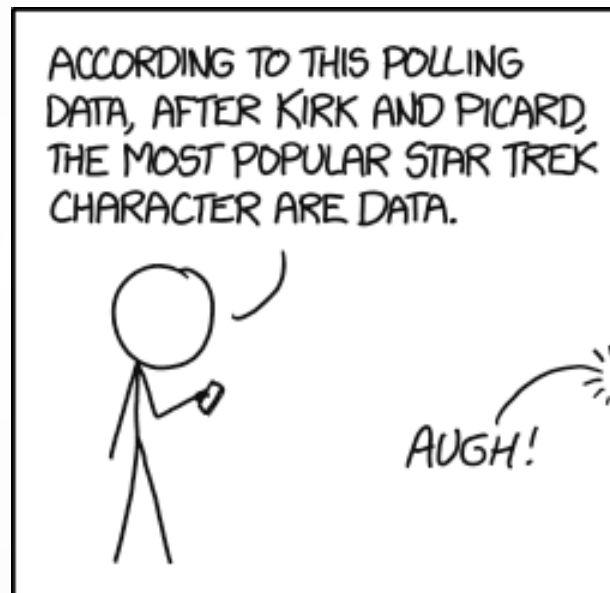
Becoming an Analytics Master
in 6 Comics



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Data is everywhere!



ANNOY GRAMMAR PEDANTS ON ALL SIDES BY MAKING "DATA" SINGULAR *EXCEPT* WHEN REFERRING TO THE ANDROID.

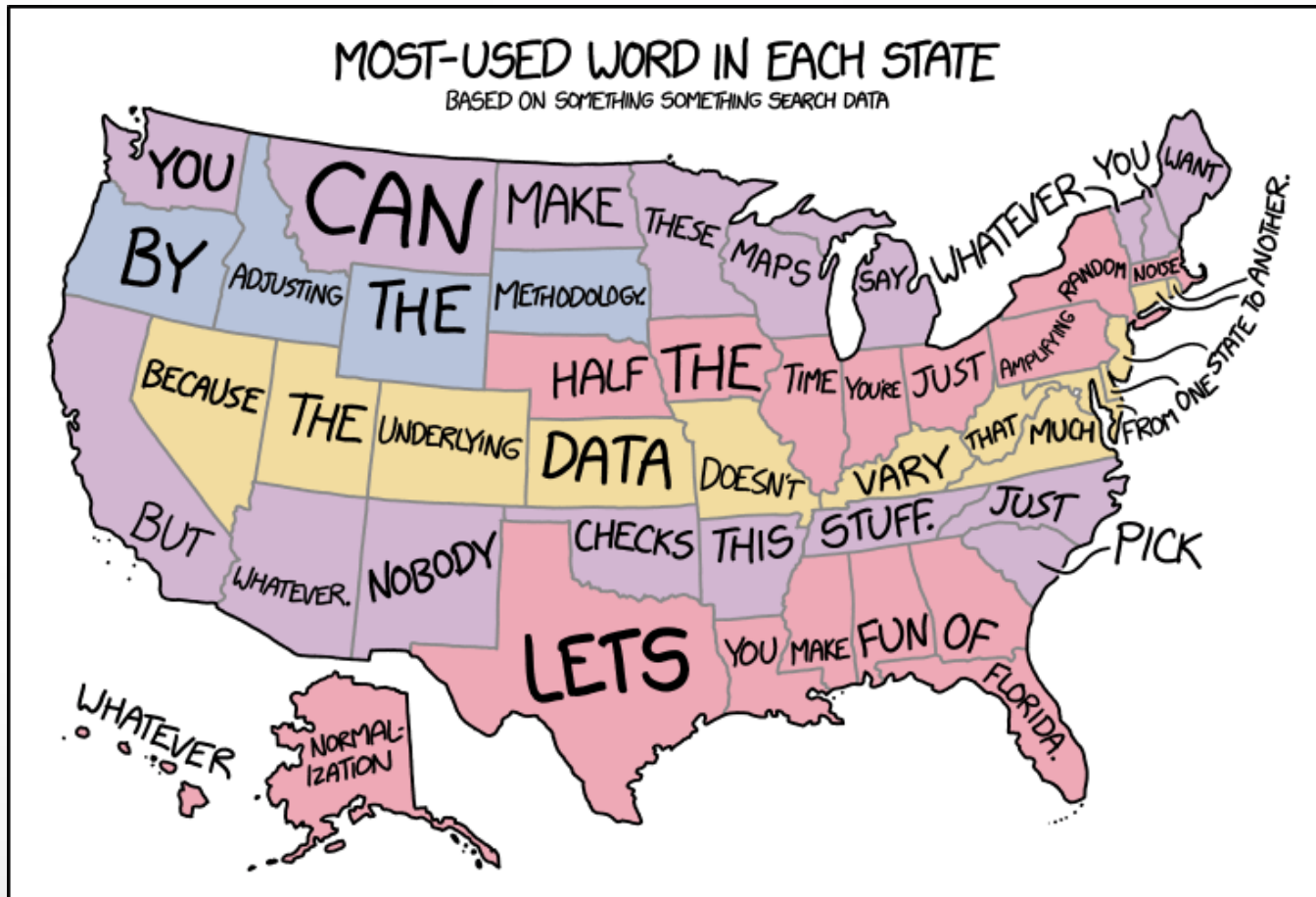


What is the Most Common Analytics Tool Right Now?





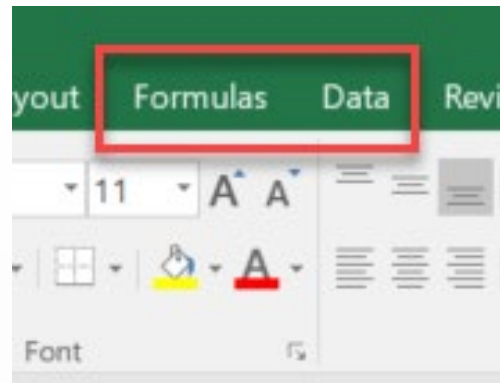
If you can put it in excel, chances are there are analytics possibilities!





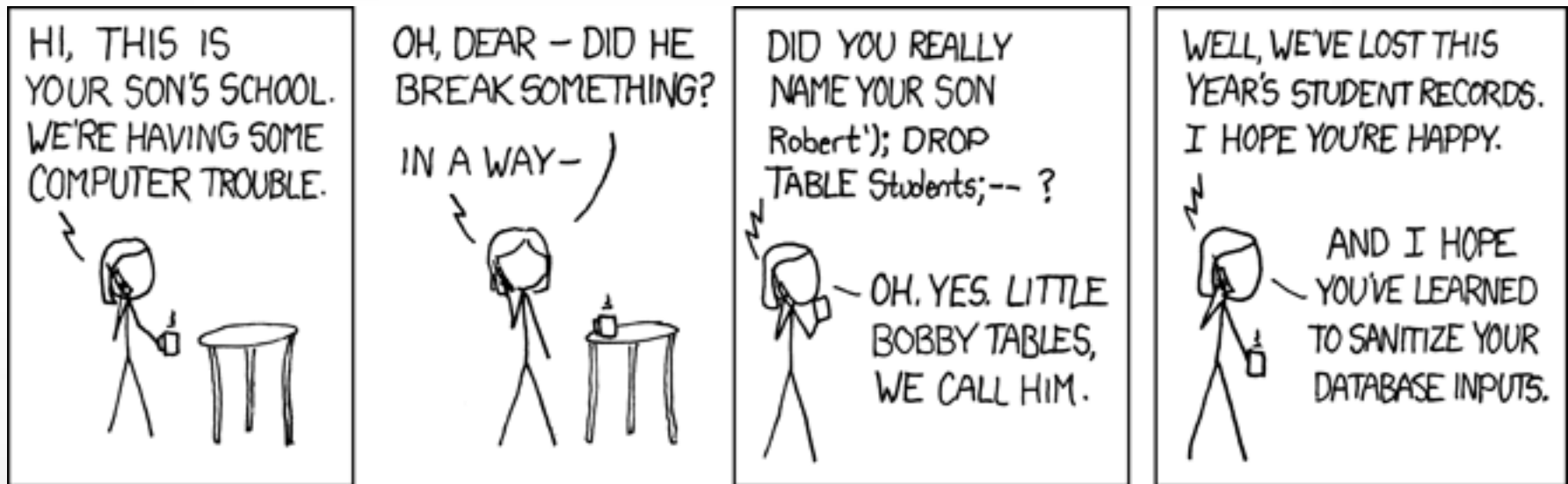
But Even Though It's How Most People Crunch Data...

They never even open the 'Flyover' tabs:



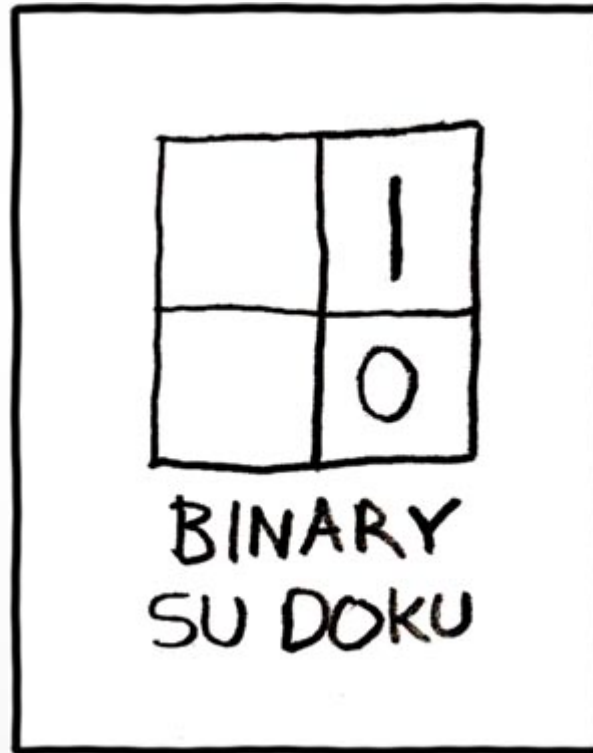


That's because it never really works for me.





- Enough with the fun and games, let's get to the data!





You are a data creatin' machine!!

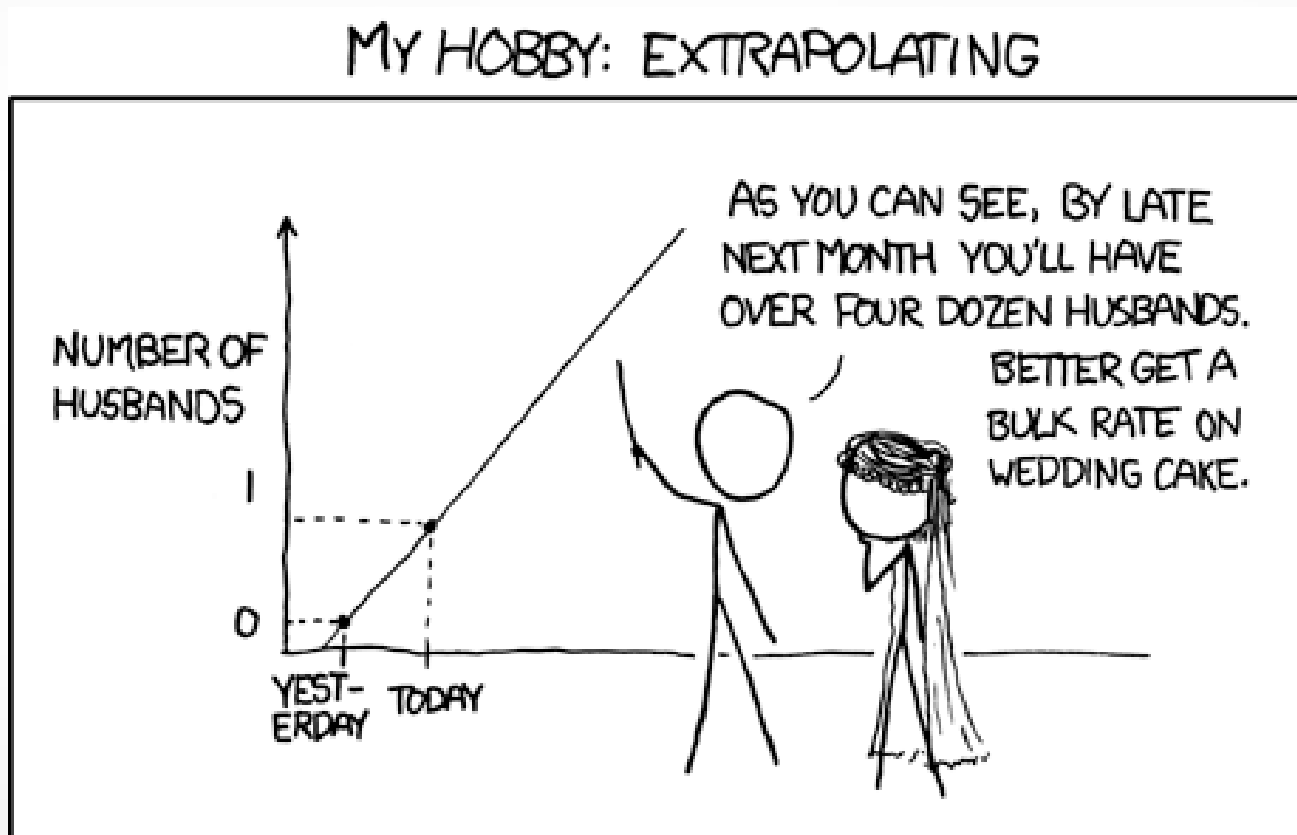
The screenshot shows a user's settings page. On the left is a navigation menu with options: Devices, Personal Info, Notifications, Privacy, Data Export (highlighted), Applications, and Sharing. The main content area is titled "Export your data". A teal banner states "Your data belongs to you!" with a subtext: "Download your Fitbit data as an XLS file (Microsoft Excel) or CSV, which can be opened by many paid, free or shareware applications." Below this, there are two columns of settings. The "Time period" column has radio buttons for "This week", "This month", "Last week", "Last month", and "Custom:". The "Custom:" option is selected, with date pickers showing "from 01/15/2018" and "to 02/14/2018". The "Data" column has checkboxes for "Body", "Foods", "Activities", and "Sleep", all of which are checked. The "File format" column has a dropdown menu set to "CSV" and a red "Download" button. A note at the bottom states "You can export up to 31 days of data."



- Inputs matter!
- So does uniformity
- . . . and every other boring thing you can imagine.
- Isn't data fun?



- Because you can do things like this!





Now to the really fun stuff.





- Always ask 'Is the juice worth the squeeze?'

HOW LONG CAN YOU WORK ON MAKING A ROUTINE TASK MORE EFFICIENT BEFORE YOU'RE SPENDING MORE TIME THAN YOU SAVE?
(ACROSS FIVE YEARS)

		HOW OFTEN YOU DO THE TASK					
		50/DAY	5/DAY	DAILY	WEEKLY	MONTHLY	YEARLY
HOW MUCH TIME YOU SHAVE OFF	1 SECOND	1 DAY	2 HOURS	30 MINUTES	4 MINUTES	1 MINUTE	5 SECONDS
	5 SECONDS	5 DAYS	12 HOURS	2 HOURS	21 MINUTES	5 MINUTES	25 SECONDS
	30 SECONDS	4 WEEKS	3 DAYS	12 HOURS	2 HOURS	30 MINUTES	2 MINUTES
	1 MINUTE	8 WEEKS	6 DAYS	1 DAY	4 HOURS	1 HOUR	5 MINUTES
	5 MINUTES	9 MONTHS	4 WEEKS	6 DAYS	21 HOURS	5 HOURS	25 MINUTES
	30 MINUTES		6 MONTHS	5 WEEKS	5 DAYS	1 DAY	2 HOURS
	1 HOUR		10 MONTHS	2 MONTHS	10 DAYS	2 DAYS	5 HOURS
	6 HOURS				2 MONTHS	2 WEEKS	1 DAY
1 DAY					8 WEEKS	5 DAYS	



- Remember:
 - Pretty is your enemy
 - Categorization is your friend
 - Sometimes simple tools are the best
 - Though there can be big payoff in more work

