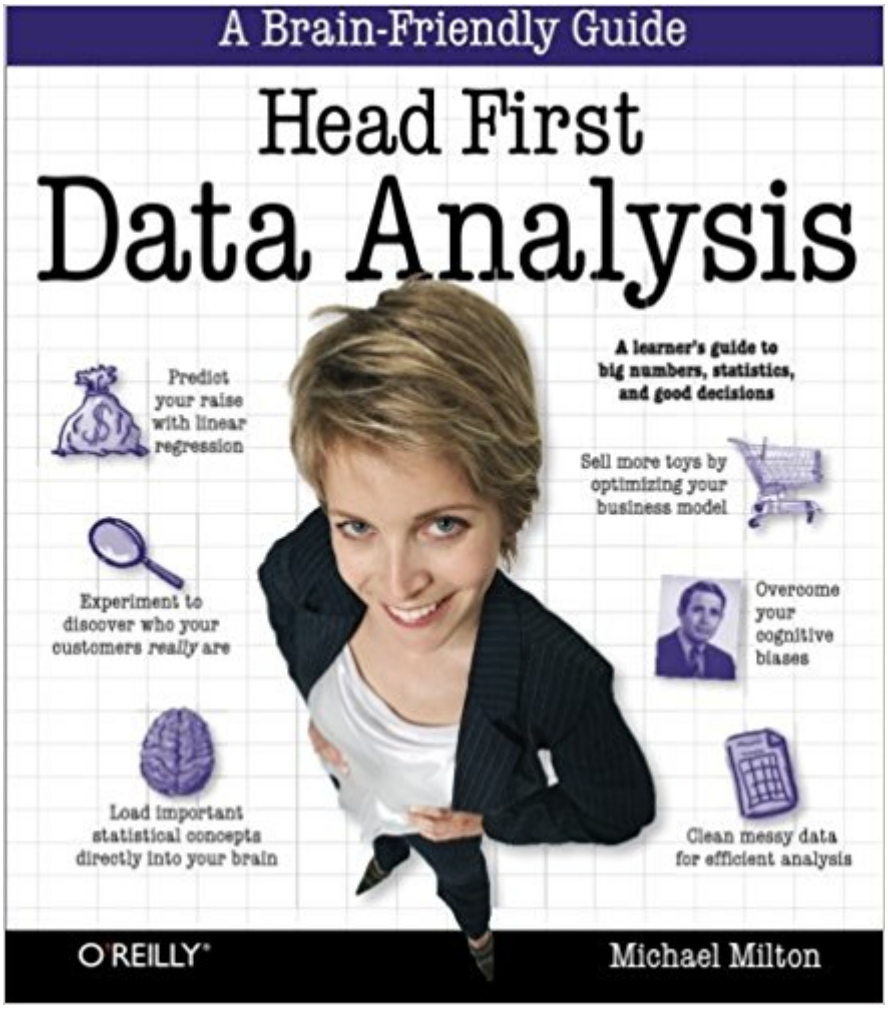
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Head First Data Analysis: A Learner's Guide To Big Numbers, Statistics, And Good Decisions



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Synopsis

Today, interpreting data is a critical decision-making factor for businesses and organizations. If your job requires you to manage and analyze all kinds of data, turn to Head First Data Analysis, where you'll quickly learn how to collect and organize data, sort the distractions from the truth, find meaningful patterns, draw conclusions, predict the future, and present your findings to others.Whether you're a product developer researching the market viability of a new product or service, a marketing manager gauging or predicting the effectiveness of a campaign, a salesperson who needs data to support product presentations, or a lone entrepreneur responsible for all of these data-intensive functions and more, the unique approach in Head First Data Analysis is by far the most efficient way to learn what you need to know to convert raw data into a vital business tool.You'll learn how to:Determine which data sources to use for collecting informationAssess data quality and distinguish signal from noiseBuild basic data models to illuminate patterns, and assimilate new information into the modelsCope with ambiguous informationDesign experiments to test hypotheses and draw conclusionsUse segmentation to organize your data within discrete market groupsVisualize data distributions to reveal new relationships and persuade othersPredict the future with sampling and probability modelsClean your data to make it usefulCommunicate the results of your analysis to your audienceUsing the latest research in cognitive science and learning theory to craft a multi-sensory learning experience, Head First Data Analysis uses a visually rich format designed for the way your brain works, not a text-heavy approach that puts you to sleep.

Book Information

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Computer Science > Information Theory

Customer Reviews

View larger About 'Head First' Books We think of a Head First Reader as a Learner Learning isn't something that just happens to you. It's something you do. You can't learn without pumping some neurons. Learning means building more mental pathways, bridging connections between new and pre-existing knowledge, recognizing patterns, and turning facts and information into knowledge (and ultimately, wisdom). Based on the latest research in cognitive science, neurobiology, and educational psychology, Head First books get your brain into learning mode. Here's how we help you do that: We tell stories using casual language, instead of lecturing. We don't take ourselves too seriously. Which would you pay more attention to: a stimulating dinner party companion, or a lecture? We make it visual. Images are far more memorable than words alone, and make learning much more effective. They also make things more fun. We use attention-grabbing tactics. Learning a new, tough, technical topic doesn't have to be boring. The graphics are often surprising, oversized, humorous, sarcastic, or edgy. The page layout is dynamic: no two pages are the same, and each one has a mix of text and images. Metacognition: thinking about thinking If you really want to learn, and you want to learn more quickly and more deeply, pay attention to how you pay attention. Think about how you think. The trick is to get your brain to see the new material you're learning as Really Important. Crucial to your well-being. Otherwise, you're in for a constant battle, with your brain doing its best to keep the new content from sticking.

View larger Here's what we do: We use pictures, because your brain is tuned for visuals, not text. As far as your brain's concerned, a picture really is worth a thousand words. And when text and pictures work together, we embedded the text in the pictures because your brain works more effectively when the text is within the thing the text refers to, as opposed to in a caption or buried in the text somewhere. We use redundancy, saying the same thing in different ways and with different media types, and multiple senses, to increase the chance that the content gets coded into more than one area of your brain. We use concepts and pictures in unexpected ways because your brain is tuned for novelty, and we use pictures and ideas with at least some emotional content, because your brain is more likely to remember when you feel something. We use a personalized, conversational style, because your brain is tuned to pay more attention when it believes you're in a conversation than if it thinks you're passively listening to a presentation.

We include many activities, because your brain is tuned to learn and remember more when you do things than when you read about things. And we make the exercises challenging-yet-do-able, because that's what most people prefer. We use multiple learning styles, because you might prefer step-by-step procedures, while someone else wants to understand the big picture first, and someone else just wants to see an example. But regardless of your own learning preference, everyone benefits from seeing the same content represented in multiple ways. We include content for both sides of your brain, because the more of your brain you engage, the more likely you are to learn and remember, and the longer you can stay focused. Since working one side of the brain often means giving the other side a chance to rest, you can be more productive at learning for a longer period of time. We include challenges by asking questions that don't always have a straight answer, because your brain is tuned to learn and remember when it has to work at something. Finally, we use people in our stories, examples, and pictures, because, well, you're a person. Your brain pays more attention to people than to things.

Michael Milton likes books. Before his first day of high school wrestling, he checked out a stack of books on technique from the library and practiced on his not-terribly-enthusiastic little sister. Then he spent the first few minutes of tryouts kicking the butts of other newbies, until the experienced wrestlers realized how much fun it would be to kick his. Within a few months, he became a decent wrestler, but he always stayed a bit ahead of the other newbies because of those books.His life has consisted of gleefully going through that process over and over again in completely unrelated fields. Naturally, he’s a Head First fanatic. Until recently Michael spent most of time looking at databases to help nonprofit organizations figure out how to make more money. He has a degree in philosophy from New College of Florida and one in religious ethics from Yale University. When he’s not in the library or the bookstore, you can find him in-line skating, taking pictures, and brewing beer.

This was a beautiful book that really refueled my interest for Statistics (which I’ve been struggling to start learning...even though I know calculus and LOVE mathematics)...but it really caught my eye because it goes into detail about the R statistical programming language.The first few chapters get you going on a specific mindset of how to interpret data, which is VERY important to keep throughout the entire reading of this book.After that groundwork is established, you are taken on a really cool journey of some Excel features (don’t freak out...those of you who don’t know excel proficiently will be fine in the hands of this book) that you never would’ve believed were there! You can even use Google Docs to do the same things if you don’t have a valid copy of Excel!Finally, R

comes into play with all its glory...I would've loved for a deeper dive with this technology, but there are several other books out there in which you can get down and dirty with R (http://www..com/The-Art-Programming-Statistical-Software/dp/1593273843/ and http://www..com/Cookbook-OReilly-Cookbooks-Paul-Teetor/dp/0596809158/ are my favorites and I own them both on my kindle).I hope that eliminates all your FUD's (Fears, Uncertainties, and Doubts)...go and grab this book RIGHT NOW! You'll be blown away with what you'll be able to do after you read everything here!P.S. It only takes about a week and a half to get through it going at a nice, slow, and comfortable pace...if you're HUNGRY like I was, you can knock it out in about 4 days.

Head First continues to be my series of choice on any subject.I have to agree that sometimes its too basic, but you still have the option of quickly skimming through till you reach topics needing attention.

Good introduction to the basics of data analytics, but if you are looking for more depth, look elsewhere. This is a good starting point for a beginner.

This book provides an excellent, approachable introduction to data analysis. Although most experienced professionals or advanced students will find this text trivial, it serves as a god starting point for those who are completely new to data analysis. The text provides numerous interactive examples using Excel and R, but the examples do not cover these tools in any great depth. If you're looking to learn more about statistics, data analysis and data mining, this book is a good starting point.

Using this as a textbook for an online class, and find the material accessible, explained very well, and fun to do.

Good book to understand what kind of events a business analyst will face. Very readable! I had fun to complete this book in one week.

Different problems need different methods to be solved properly. This book takes various examples and lets the reader work through the problems. It is actually fun to read this book. Very well explained. Of course, not all the problems worked 100%, but I have not read a book with examples

and problems that all work. Especially, some of my R did not work too well. Other than that it is a great book, and a great way to learn about data analysis.

This book does a thorough job covering the concept of data analysis, touching on both the soft side (requirements gathering, mental models) and the technical side (Excel, R). Like other "Head First" titles, it does it in an entertaining manner that makes reading the book a joy. The material is presented more like an enlightening conversation with an intelligent teacher than a brain dump of facts and theories.

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