



WHAT IS DATA ANALYSIS?

Everything you need to know about Data Analysis





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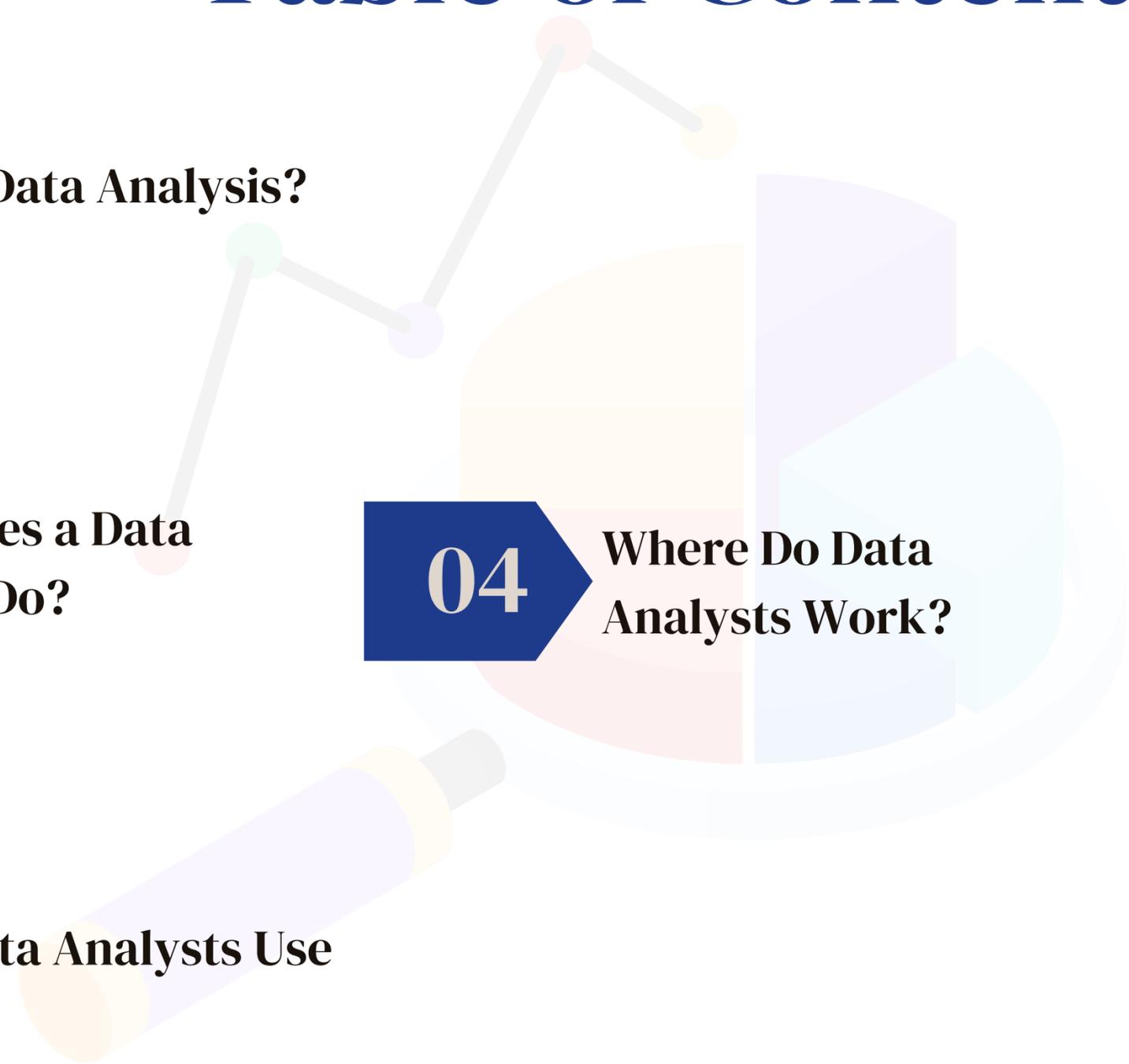
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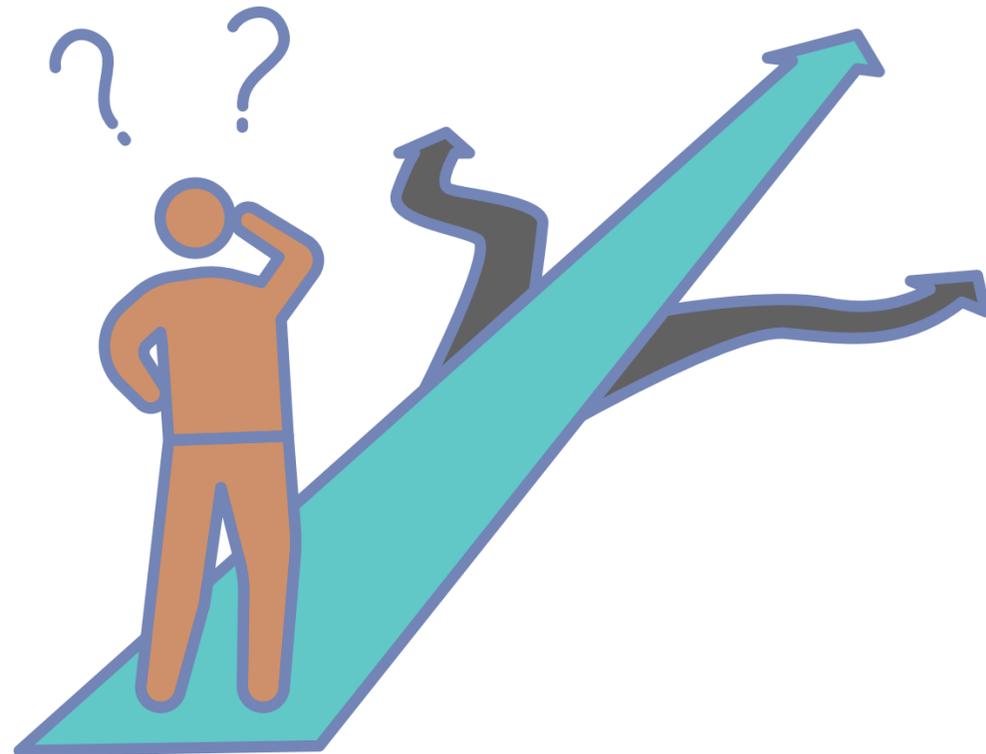
This video is for people who...

- **Are not sure what data analysis really is.**
- **Have been hearing about data analysis but still feel confused.**
- **Are wondering if learning data analysis is worth it or not.**



WHAT IS DATA ANALYSIS?

Data Analysis is simply using information (data) to make better decisions (Business Decisions).



PROFESSIONAL DEFINITION

Data Analysis is the process of collecting, cleaning, and interpreting data to make better business decisions.





Let's use **opay** for example

How does Data Analysis Benefit a company like Opay?



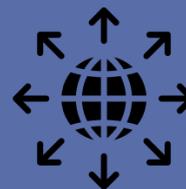
Know What Customers Use the Most

Data shows that more people are using “money transfer” than “airtime recharge.”
Opay can focus more on improving transfer speed and making it cheaper.
Result → More happy users, more transactions, more profit.



Catch Fraud Early

Data shows that one account is making 200 small transfers in one hour. That's unusual compared to normal customer behavior.
Opay can quickly block or investigate the account.
Result → Less fraud, more trust from customers.



Decide Where to Expand

Data shows: “Lagos and Abuja have the highest transactions, but Enugu is growing fast.”
Opay can decide to run marketing ads in Enugu or add more agents there.
Result → They grow faster in the right locations.



What Does a Data Analyst Do?



1

Collect and organize data.

2

Clean messy data (remove duplicates, errors).

3

Analyze trends and patterns.

4

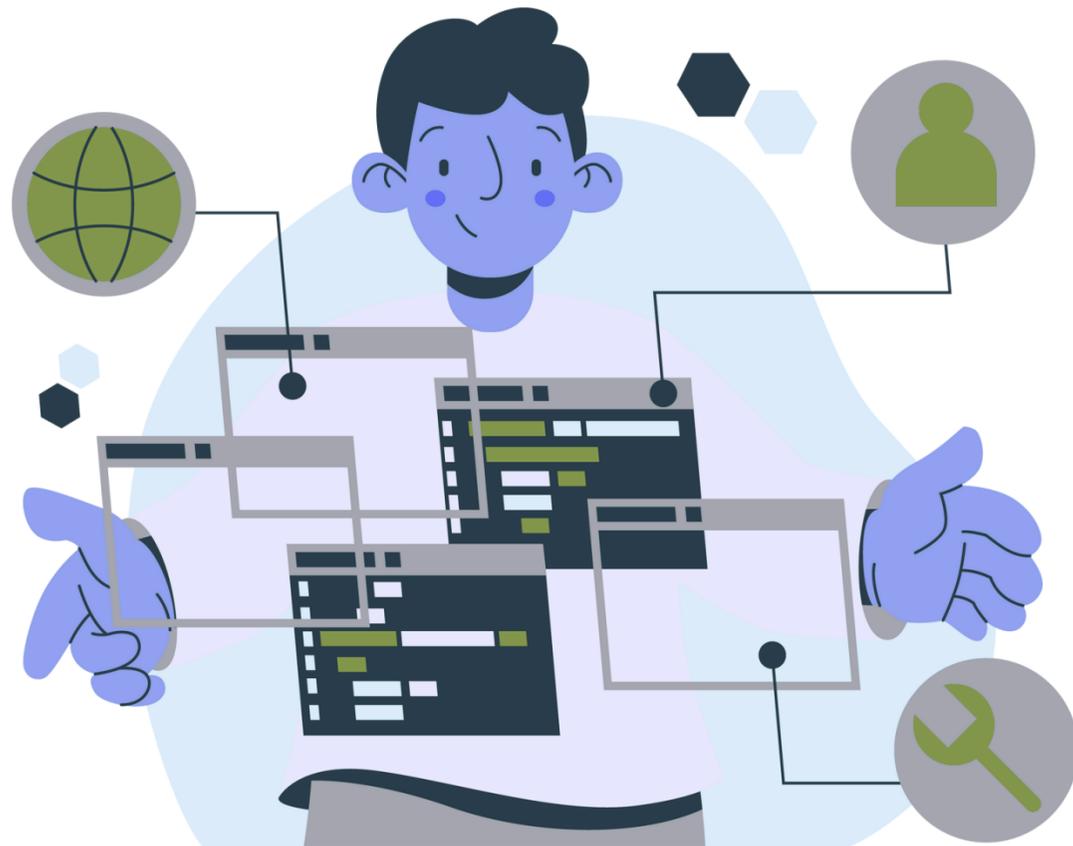
Create dashboards & reports.

5

Help companies make data-driven decisions.



Major tools used by Data Analyst



Microsoft Excel

basics of organizing and analyzing data.



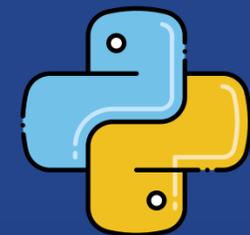
SQL

extracting data from databases



Power BI / Tableau

building dashboards & reports.

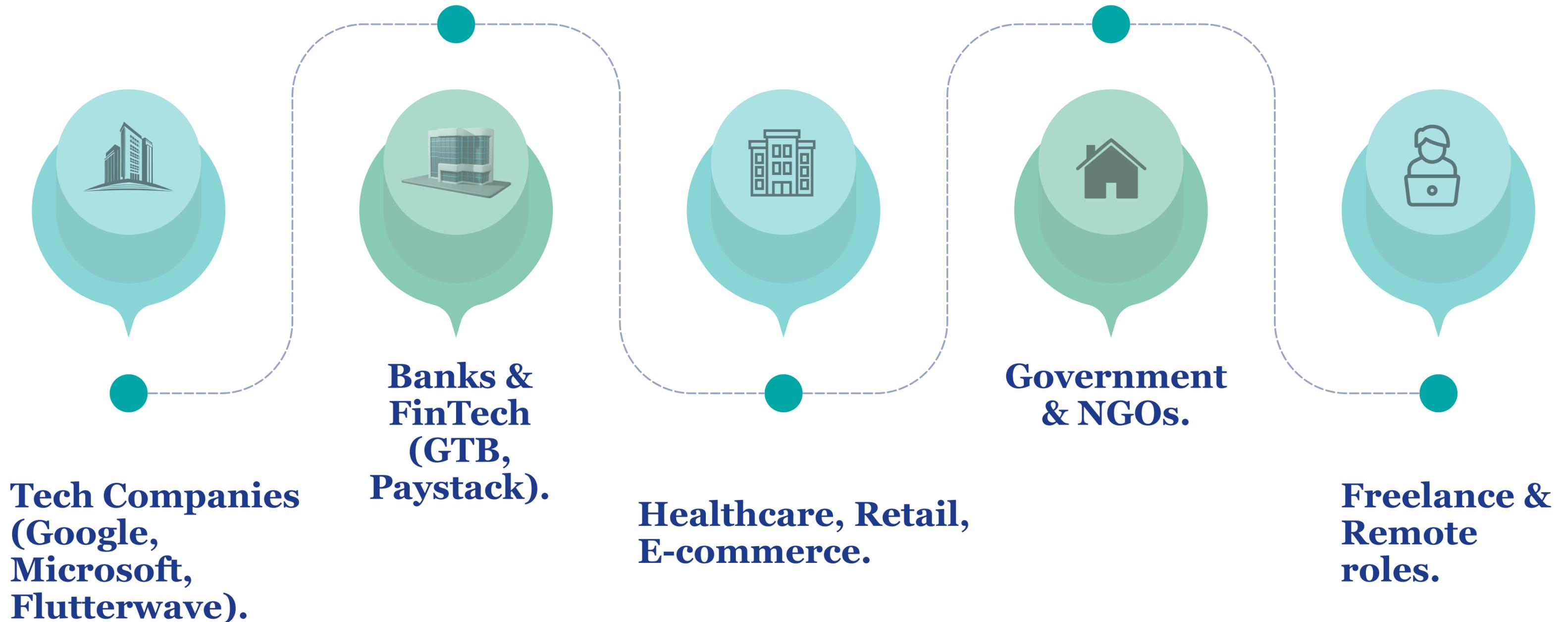


Python/R

advanced analysis & automation.

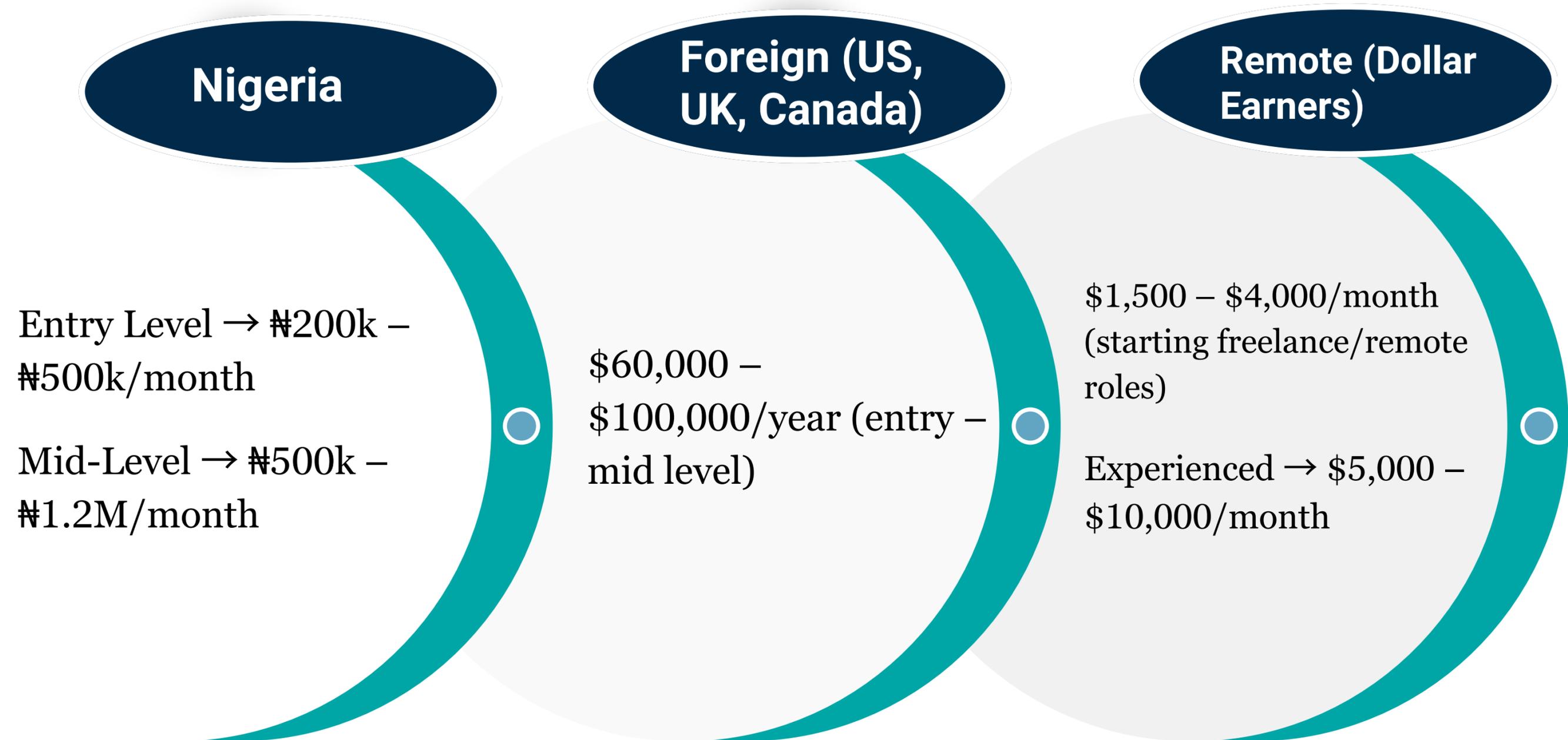


Where Do Data Analysts Work?





How Much Do Data Analysts Earn?





Who Can Learn Data Analysis?

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Students & fresh graduates.



Career switchers (non-tech background).



Business professionals who want to upskill.

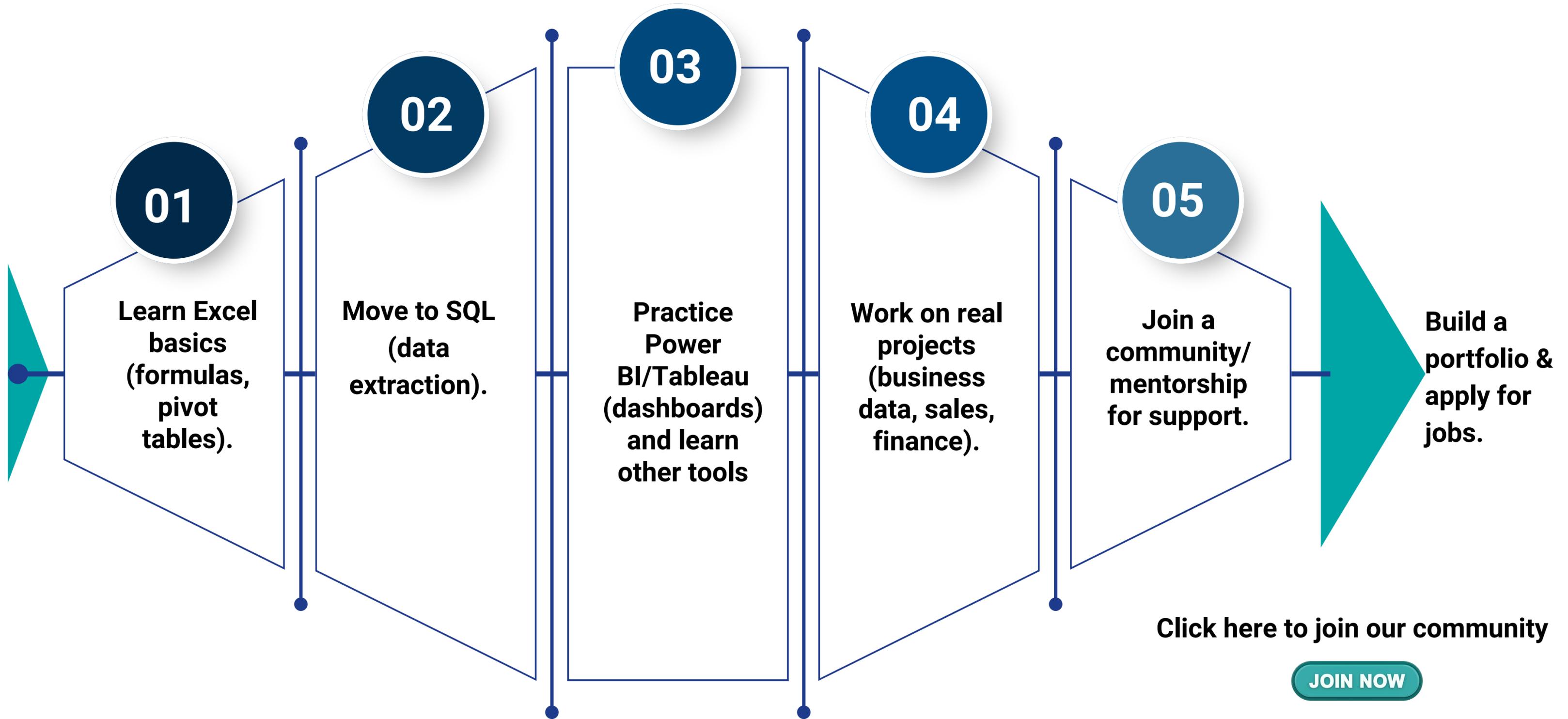


Anyone curious about tech & problem-solving.

You don't need a computer science degree. Just willingness to learn.



How to Get Started



[Click here to join our community](#)

[JOIN NOW](#)

BECOME A PROFESSIONAL DATA ANALYST IN 4 MONTH

Group Classes

People's Pick

Price: (Check the website for the most updated price)

- 4 Month Training
- 2 Month internship
- 1 Personal Mentor
- Setup Professional Profile
- Build Portfolio
- Job recommendations
- Certificate

1-ON-1 Training

Everyone's Favorite

Price: (Check the website for the most updated price)

- 3 Month Training
- 2 Month internship
- 1 Personal Mentor
- Setup Professional Profile
- Build Portfolio
- Job recommendations
- Certificate

Website: www.techademcohort.com

Thank
you.