

Fundamentals of Data Analytics

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2026-06

Synopsis

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inLanguage: english

Gain a competitive edge in today's data-driven world and build a rich career as a data professional that drives business success and innovation!

Today, data is everywhere and it has become **the essential building block** of this modern society. And that's why **now is the perfect time** to pursue a career in data. But what does it take to become a competent data professional?

This book is **your ultimate guide** to understanding the fundamentals of data analytics, helping you unlock the expertise of efficiently solving real-world data-related problems. Here is just a fraction of what you will discover:

- A beginner-friendly 5-step framework** to kickstart your journey into analyzing and processing data
- How to get started with the fundamental concepts, theories, and models for accurately analyzing data
- Everything you ever needed to know about **data mining and machine learning principles**
- Why business run on a data-driven culture, and how you can leverage it using real-time business intelligence analytics
- Strategies and techniques** to build a problem-solving mindset that can overcome any complex and unique dataset
- How to create compelling and dynamic visualizations that help generate insights and make data-driven decisions
- The 4 pillars of a new digital world** that will transform the landscape of analyzing data

And much more.

Believe it or not, you can be terrible in math or statistics and still pursue a career in data. And this book is here to guide you throughout this journey, so that crunching data becomes second nature to you.

Ready to master the fundamentals and build a successful career in data analytics? Click the "Add to Cart" button right now.

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