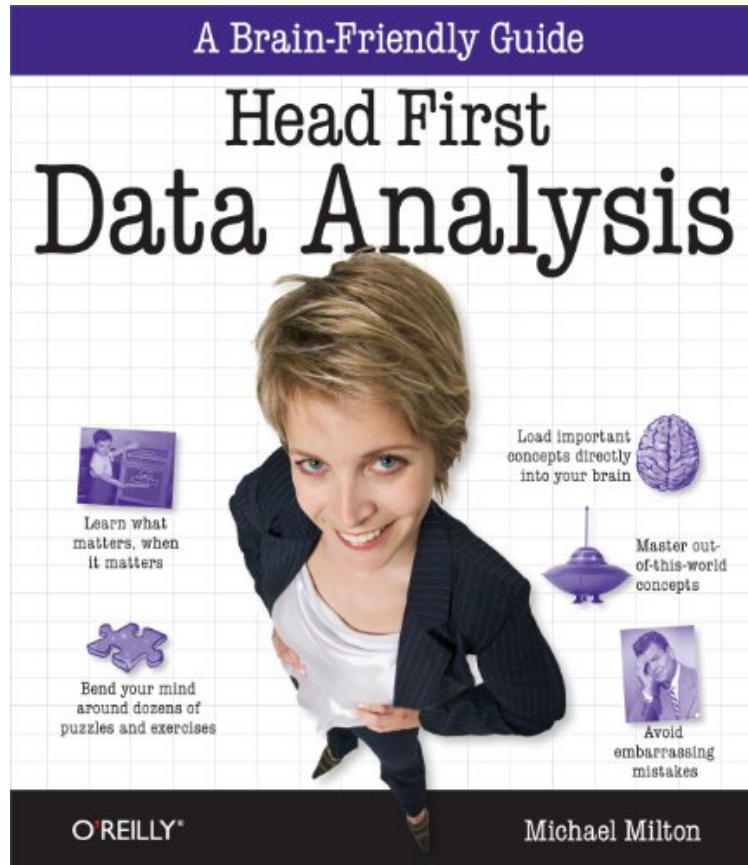


(Mobile ebook) Head First Data Analysis: A learner's guide to big numbers, statistics, and good decisions

Head First Data Analysis: A learner's guide to big numbers, statistics, and good decisions

Michael Milton

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Assess data quality and distinguish signal from noise
Build basic data models to illuminate patterns, and assimilate new information into the models
Cope with ambiguous information
Design experiments to test hypotheses and draw conclusions
Use segmentation to organize your data within discrete market groups
Visualize data distributions to reveal new relationships and persuade others
Predict the future with sampling and probability models
Clean your data to make it useful
Communicate the results of your analysis to your audience
Using 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.