

Santa Monica Data Academy

DA101

Data Basics



Welcome!

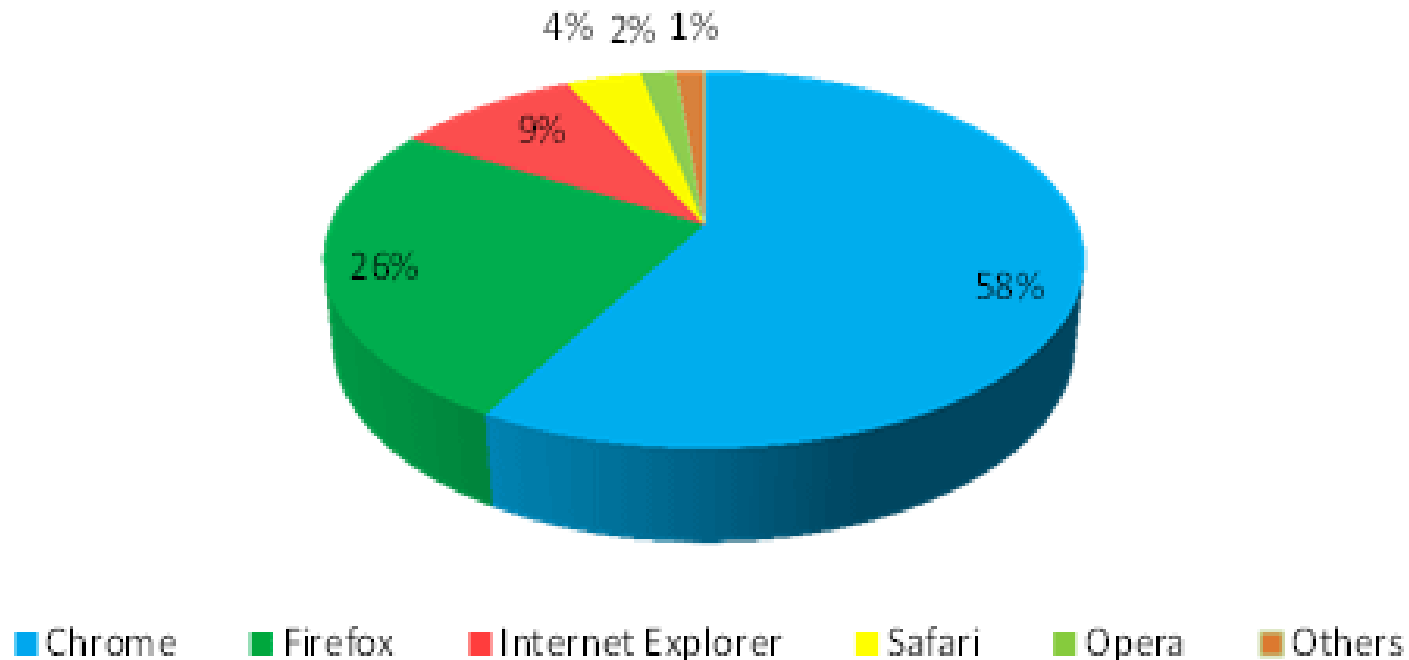
- Your name
- Your role (i.e. what you *actually do*)
- Why are you taking this class?

Is it data?

- 4 examples
- In your group, decide if the answer is **Yes** or **No**
- Come up with one or two reasons **why** you chose your answer

Is it data?

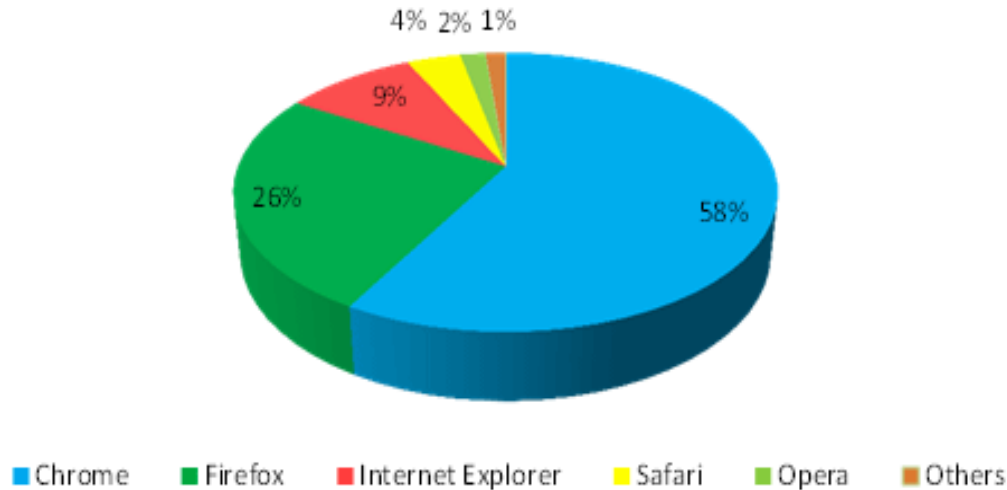
Browser Usage Statistics: 2014



Is it data?

NO: This is a **data visualization** (*pie chart*)

Browser Usage Statistics: 2014



- What is the total that each percentage is derived from?
- How many “Others” are there, and what are they?

Is it data?

| | <u>Monthly Cash Flow</u> | | |
|---------------------------------------------------|--------------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Cash received | | | |
| Fees | \$21,571 | \$20,000 | \$1,571 |
| Salary grants | 10,005 | 11,000 | (995) |
| Other | 76 | | 76 |
| | <hr/> 31,652 | <hr/> 31,000 | <hr/> 652 |
| Cash paid out | | | |
| Salaries and benefits | 21,575 | 20,000 | (1,575) |
| Food | 2,350 | 2,000 | (350) |
| Play supplies | 335 | 500 | 165 |
| Other | 3,270 | 1,500 | (1,770) |
| | <hr/> 27,530 | <hr/> 24,000 | <hr/> (3,530) |
| Excess of cash received over cash paid out | | | |
| | <hr/> \$4,122 | <hr/> \$7,000 | <hr/> \$(2,878) |

Is it data?

NO: This is a **report**

| <u>Monthly Cash Flow</u> | | | |
|--------------------------------------------|---------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Cash received | | | |
| Fees | \$21,571 | \$20,000 | \$1,571 |
| Salary grants | 10,005 | 11,000 | (995) |
| Other | 76 | | 76 |
| | <hr/> | <hr/> | <hr/> |
| | 31,652 | 31,000 | 652 |
| Cash paid out | | | |
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| Food | 2,350 | 2,000 | (350) |
| Play supplies | 335 | 500 | 165 |
| Other | 3,270 | 1,500 | (1,770) |
| | <hr/> | <hr/> | <hr/> |
| | 27,530 | 24,000 | (3,530) |
| | <hr/> | <hr/> | <hr/> |
| Excess of cash received over cash paid out | \$4,122 | \$7,000 | \$(2,878) |

- How does this month compare to last month?
- Which category is the most over-budget?

Is it data?



- Media report of an increase in homelessness



- CoC/government report of an increase in homelessness



- Media report of a decrease in homelessness



- CoC/government report of a decrease in homelessness



Is it data?

NO: This is a **map/visualization**

-  - Media report of an increase in homelessness
-  - Media report of a decrease in homelessness
-  - CoC/government report of an increase in homelessness
-  - CoC/government report of a decrease in homelessness



- Which regions/states are seeing the most change?
- What does a “report” mean? Are there numbers to back it up?

Is it data?

test_pdf2excel_ocr.pdf - Adobe Reader

File Edit View Window Help

1 / 10 75%

Tools Comment Extended

University of Dhaka
Faculty of Arts
KHA - Unit
First Year Honours Admission Test 2007-2008

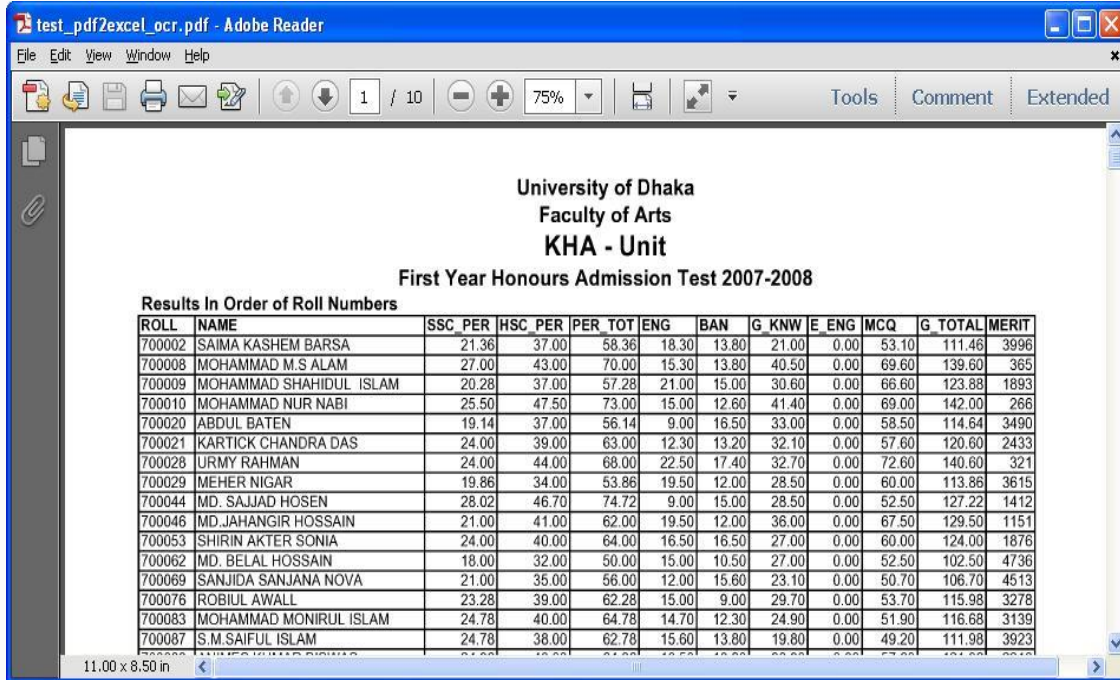
Results In Order of Roll Numbers

| ROLL | NAME | SSC_PER | HSC_PER | PER_TOT | ENG | BAN | G_KNW | E_ENG | MCQ | G_TOTAL | MERIT |
|--------|-------------------------|---------|---------|---------|-------|-------|-------|-------|-------|---------|-------|
| 700002 | SAIMA KASHEM BARSA | 21.36 | 37.00 | 58.36 | 18.30 | 13.80 | 21.00 | 0.00 | 53.10 | 111.46 | 3996 |
| 700008 | MOHAMMAD M.S ALAM | 27.00 | 43.00 | 70.00 | 15.30 | 13.80 | 40.50 | 0.00 | 69.60 | 139.60 | 365 |
| 700009 | MOHAMMAD SHAHIDUL ISLAM | 20.28 | 37.00 | 57.28 | 21.00 | 15.00 | 30.60 | 0.00 | 66.60 | 123.88 | 1893 |
| 700010 | MOHAMMAD NUR NABI | 25.50 | 47.50 | 73.00 | 15.00 | 12.60 | 41.40 | 0.00 | 69.00 | 142.00 | 266 |
| 700020 | ABDUL BATEN | 19.14 | 37.00 | 56.14 | 9.00 | 16.50 | 33.00 | 0.00 | 58.50 | 114.64 | 3490 |
| 700021 | KARTICK CHANDRA DAS | 24.00 | 39.00 | 63.00 | 12.30 | 13.20 | 32.10 | 0.00 | 57.60 | 120.60 | 2433 |
| 700028 | URMY RAHMAN | 24.00 | 44.00 | 68.00 | 22.50 | 17.40 | 32.70 | 0.00 | 72.60 | 140.60 | 321 |
| 700029 | MEHER NIGAR | 19.86 | 34.00 | 53.86 | 19.50 | 12.00 | 28.50 | 0.00 | 60.00 | 113.86 | 3615 |
| 700044 | MD. SAJJAD HOSEN | 28.02 | 46.70 | 74.72 | 9.00 | 15.00 | 28.50 | 0.00 | 52.50 | 127.22 | 1412 |
| 700046 | MD.JAHANGIR HOSSAIN | 21.00 | 41.00 | 62.00 | 19.50 | 12.00 | 36.00 | 0.00 | 67.50 | 129.50 | 1151 |
| 700053 | SHIRIN AKTER SONIA | 24.00 | 40.00 | 64.00 | 16.50 | 16.50 | 27.00 | 0.00 | 60.00 | 124.00 | 1876 |
| 700062 | MD. BELAL HOSSAIN | 18.00 | 32.00 | 50.00 | 15.00 | 10.50 | 27.00 | 0.00 | 52.50 | 102.50 | 4736 |
| 700069 | SANJIDA SANJANA NOVA | 21.00 | 35.00 | 56.00 | 12.00 | 15.60 | 23.10 | 0.00 | 50.70 | 106.70 | 4513 |
| 700076 | ROBIUL AWALL | 23.28 | 39.00 | 62.28 | 15.00 | 9.00 | 29.70 | 0.00 | 53.70 | 115.98 | 3278 |
| 700083 | MOHAMMAD MONIRUL ISLAM | 24.78 | 40.00 | 64.78 | 14.70 | 12.30 | 24.90 | 0.00 | 51.90 | 116.68 | 3139 |
| 700087 | S.M.SAIFUL ISLAM | 24.78 | 38.00 | 62.78 | 15.60 | 13.80 | 19.80 | 0.00 | 49.20 | 111.98 | 3923 |

11.00 x 8.50 in

Is it data?

NO: This is a PDF



The screenshot shows a PDF document titled "test_pdf2excel_ocr.pdf" in Adobe Reader. The document content is as follows:

University of Dhaka
Faculty of Arts
KHA - Unit
First Year Honours Admission Test 2007-2008

Results In Order of Roll Numbers

| ROLL | NAME | SSC PER | HSC PER | PER TOT | ENG | BAN | G KNW | E ENG | MCQ | G TOTAL | MERIT |
|--------|-------------------------|---------|---------|---------|-------|-------|-------|-------|-------|---------|-------|
| 700002 | SAIMA KASHM BARSA | 21.36 | 37.00 | 58.36 | 18.30 | 13.80 | 21.00 | 0.00 | 53.10 | 111.46 | 3996 |
| 700008 | MOHAMMAD M.S ALAM | 27.00 | 43.00 | 70.00 | 15.30 | 13.80 | 40.50 | 0.00 | 69.60 | 139.60 | 365 |
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| 700087 | S.M.SAIFUL ISLAM | 24.78 | 38.00 | 62.78 | 15.60 | 13.80 | 19.80 | 0.00 | 49.20 | 111.98 | 3923 |

- What is the average MERIT score?
- Who had the highest overall performance?

Learning Objectives

- Understand what ***data*** is*
- Learn basic data ***vocabulary***
- Perform basic ***operations*** on data

What do we mean when we say
data?

What do we mean when we say data?

Wikipedia: *Data (computing)*, October 2018 [https://en.wikipedia.org/wiki/Data_\(computing\)](https://en.wikipedia.org/wiki/Data_(computing))

Data is any sequence of one or more symbols given meaning by specific act(s) of interpretation.

Data [...] requires interpretation to become information.

What do we mean when we say data?

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Data is a set of values of qualitative or quantitative variables.

Data is measured, collected and reported, and analyzed, whereupon it can be visualized using graphs, images or other analysis tools.

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What do we mean when we say data?

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Data is a set of values of qualitative or quantitative variables.

Data is **measured**, **collected** and **reported**, and **analyzed**, whereupon it can be **visualized** using graphs, images or other analysis tools.

What do we *really* mean when we
say **data**?

What do we *really* mean when we say data?

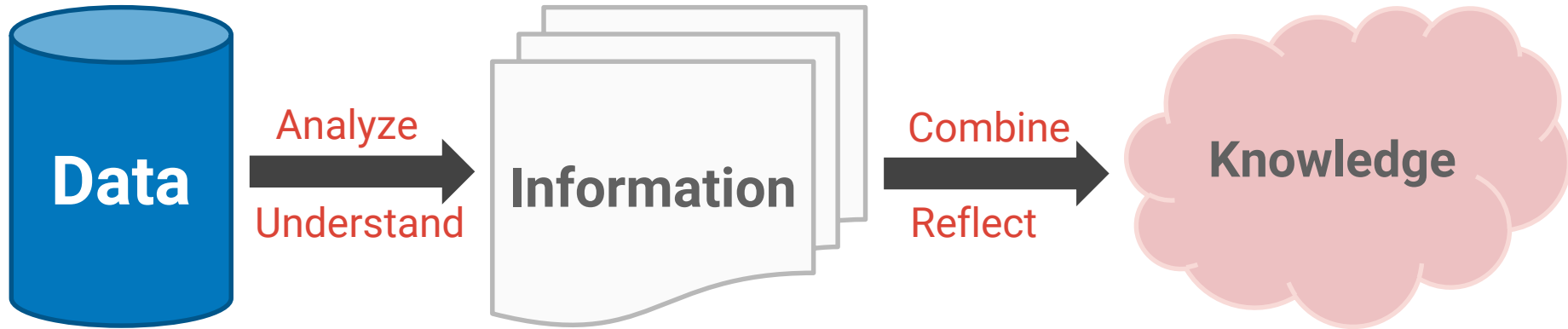
- Digital
- Raw
- Structured

What do we *really* mean when we say data?

- **Digital** (so we can use software tools)
- **As Raw As Possible**
- **As Structured As Possible**

Let's **zoom out** a little...

The Bigger Picture



The Bigger Picture



Analyze
Understand

Avg. fee per Age Group

Ratio of Resident to Non-Resident payments

Activity level by Age Group

Combine
Reflect



This process is called

data driven decision making

Organizing data with **tables**

Also known as *tabular data*

| Employee ID | Name | Date of Birth | Zip Code |
|--------------------|-------------|----------------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The header

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The header

Describes the data by naming individual *attributes*

Also known as the *fields* or *properties* of the data

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The rows

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The rows

Individual items or observations in the data

Also known as the **records** of data

A record contains **values** for all of the attributes

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The columns

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

The columns

Contain values of the same *type* for all records

Ideally a column represents a *single attribute* of the data

| Employee ID | Name | Date of Birth | Zip Code |
|-------------|-------|---------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Why does **structure** matter?

Why does structure matter?

Wikipedia: *Data structure*, October 2018 https://en.wikipedia.org/wiki/Data_structure

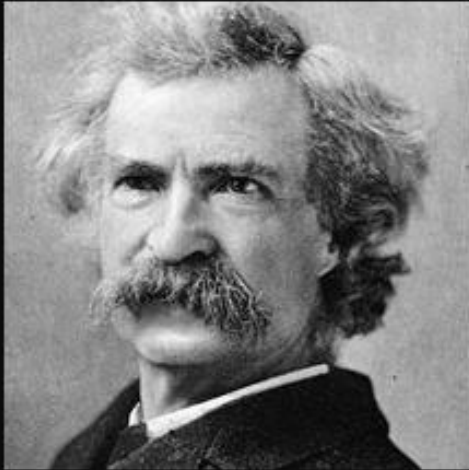
A **data structure** is a collection of data values, the relationships among them, and the functions or operations that can be applied to the data.

Why does structure matter?

Wikipedia: *Data structure*, October 2018 https://en.wikipedia.org/wiki/Data_structure

A **data structure** is a collection of data values, the relationships among them, and the **functions or operations that can be applied** to the data.

Why does structure matter?

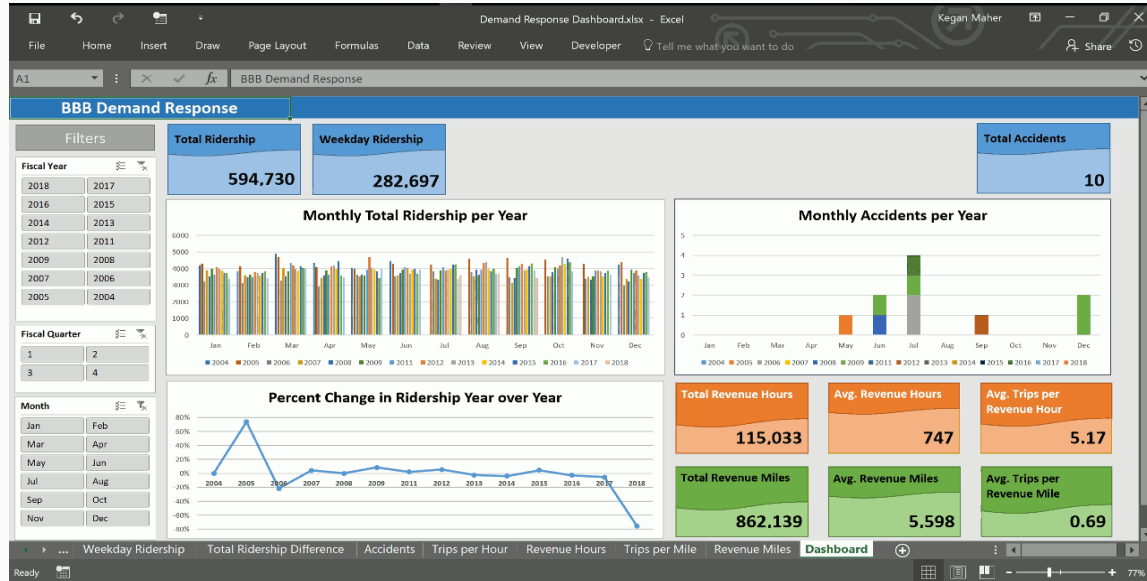


Data is like garbage. You'd better know what you are going to do with it before you collect it.

~ Mark Twain

Data Collection and Storage

Data Sources and Collection



Spectrum of Data Sources and Destinations

Spectrum of Data Sources and Destinations



SD²



Spectrum of Data Sources and Destinations

Initial investment/data collection



Almost no time/\$

**How much time/\$
do you have?**

Spectrum of Data Sources and Destinations

Flexibility for analysis



Concrete

Water

Spectrum of Data Sources and Destinations



Pen &
Paper

Spectrum of Data Sources and Destinations



PP

Flat File

Spectrum of Data Sources and Destinations

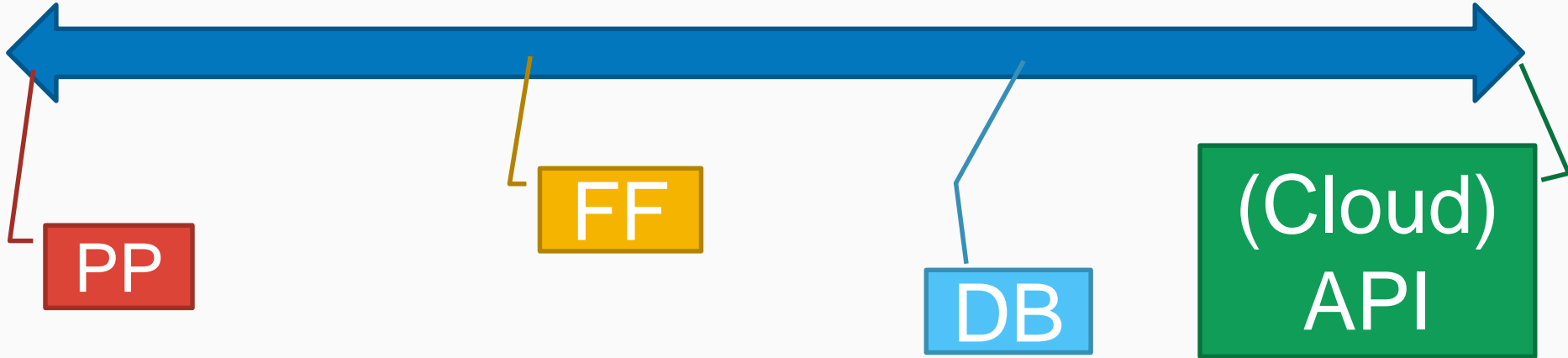


PP

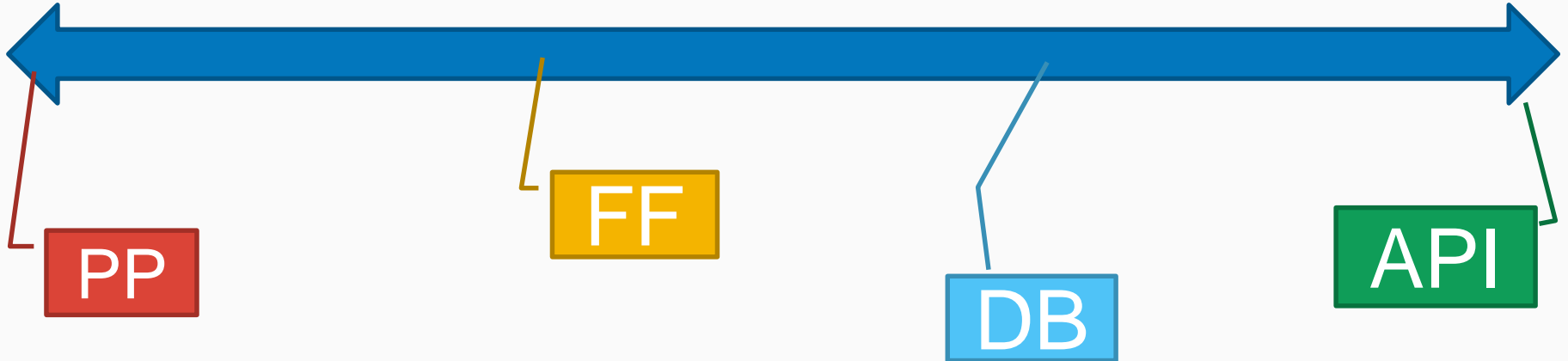
FF

(Local)
Database

Spectrum of Data Sources and Destinations



Spectrum of Data Sources and Destinations



Collecting data: a case study

Homeless Demographic Survey

Collecting data: a case study

Homeless Demographic Survey

- 2016 and 2017
- Questions on age range, gender, race, medical conditions, etc.

Collecting data: a case study

2016 Homeless Demographic Survey

1. Have you ever been diagnosed with a serious medical condition?
2. Have you ever been diagnosed with a substance abuse issue?
3. Have you ever been diagnosed with a mental health issue?

Collecting data: a case study

| ID | Year | Serious Medical Condition | Substance Abuse Issue | Mental Health Issue |
|----|------|---------------------------|-----------------------|---------------------|
| 0 | 2016 | Yes | Yes | No |
| 1 | 2016 | No | Yes | Yes |
| 2 | 2016 | No | No | Yes |

Collecting data: a case study

2017 Homeless Demographic Survey

1. Have you ever been diagnosed with any of the following?

- a) Serious medical condition
- b) Substance abuse issue
- c) Mental health issue

Collecting data: a case study

| ID | Year | Diagnosed With |
|----|------|---------------------------------------------------|
| 3 | 2017 | Serious medical condition |
| 4 | 2017 | Substance abuse issue, Mental health issue |
| 5 | 2017 | Serious medical condition, Mental health issue |

Collecting data: a case study

| ID | Year | Serious Medical Condition | Substance Abuse Issue | Mental Health Issue |
|----|------|---------------------------|-----------------------|---------------------|
| 0 | 2016 | Yes | Yes | No |
| 1 | 2016 | No | Yes | Yes |
| 2 | 2016 | No | No | Yes |

| ID | Year | Diagnosed With |
|----|------|------------------------------------------------|
| 3 | 2017 | Serious medical condition |
| 4 | 2017 | Substance abuse issue, Mental health issue |
| 5 | 2017 | Serious medical condition, Mental health issue |

Santa Monica Data Academy

10 Minute Break

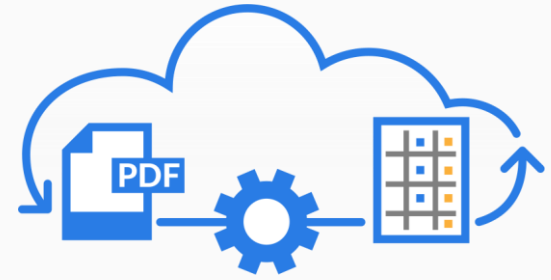
BREAK IS OVER



Organizing data with tables

Design a data table (~15 minutes)

- Study the PDF form
- Come up with a list of columns
Decide: *Qualitative* or *Quantitative*?



- Choose a *spokesperson* to share your group's design

TIME TO PRESENT

Organizing data with tables

| Employee ID | July 2018 Hours | December 2018 Hours |
|--------------------|----------------------------|--------------------------------|
| 0 | 44 | 0 |
| 1 | 20 | 28 |
| 2 | 48 | 48 |

Organizing data with tables

| Employee ID | Date | Hours |
|-------------|---------------|-------|
| 0 | July 2018 | 44 |
| 0 | December 2018 | 0 |
| 1 | July 2018 | 20 |
| 1 | December 2018 | 28 |
| 2 | July 2018 | 48 |
| 2 | December 2018 | 48 |

Does it matter?

| Employee ID | July 2018 Hours | December 2018 Hours |
|-------------|-----------------|---------------------|
| 0 | 44 | 0 |
| 1 | 20 | 28 |
| 2 | 48 | 48 |

| Employee ID | Date | Hours |
|-------------|---------------|-------|
| 0 | July 2018 | 44 |
| 0 | December 2018 | 0 |
| 1 | July 2018 | 20 |
| 1 | December 2018 | 28 |
| 2 | July 2018 | 48 |
| 2 | December 2018 | 48 |

Does it matter?

| Employee ID | Date | Hours | Hourly Rate |
|-------------|---------------|-------|-------------|
| 0 | July 2018 | 44 | \$18.00 |
| 0 | December 2018 | 0 | \$19.00 |
| 1 | July 2018 | 20 | \$15.00 |
| 1 | December 2018 | 28 | \$15.00 |
| 2 | July 2018 | 48 | \$25.00 |
| 2 | December 2018 | 48 | \$30.00 |

This format of tabular data is called

Tidy Data

Operations on tabular data

Operations on tabular data

What is the average age of the people in our data?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data

What is the average age of the people in our data?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Calculated/Derived Field**

What is the average age of the people in our data?

| Employee ID | Name | DOB | Age | Zip Code |
|-------------|-------|------------|-----|----------|
| 20100 | Harry | 1980-11-12 | 38 | 90401 |
| 10401 | Tom | 1966-03-22 | 53 | 90405 |
| 52200 | Rick | 1986-09-28 | 32 | 90401 |

Operations on tabular data: Column Aggregation (Sum)

What is the average age of the people in our data?

| Employee ID | Name | DOB | Age | Zip Code |
|-------------|-------|------------|-----|----------|
| 20100 | Harry | 1980-11-12 | 38 | 90401 |
| 10401 | Tom | 1966-03-22 | 53 | 90405 |
| 52200 | Rick | 1986-09-28 | 32 | 90401 |

Operations on tabular data: Column Aggregation (Sum)

What is the average age of the people in our data?

$$38 + 53 + 32 = 123$$

| Employee ID | Name | DOB | Age | Zip Code |
|-------------|-------|------------|-----|----------|
| 20100 | Harry | 1980-11-12 | 38 | 90401 |
| 10401 | Tom | 1966-03-22 | 53 | 90405 |
| 52200 | Rick | 1986-09-28 | 32 | 90401 |

Operations on tabular data: Column Aggregation (Avg)

What is the average age of the people in our data?

$$(38 + 53 + 32 = 123) / 3 = 41$$

| Employee ID | Name | DOB | Age | Zip Code |
|-------------|-------|------------|-----|----------|
| 20100 | Harry | 1980-11-12 | 38 | 90401 |
| 10401 | Tom | 1966-03-22 | 53 | 90405 |
| 52200 | Rick | 1986-09-28 | 32 | 90401 |

Operations Recap

- Calculate a new column (*DOB -> Age*)
- Aggregate values in a column (*average all the Ages*)

Operations on tabular data

What is the geographic distribution of people in our data?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Group by Zip Code**

What is the geographic distribution of people in our data?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Count within Groups**

What is the geographic distribution of people in our data?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

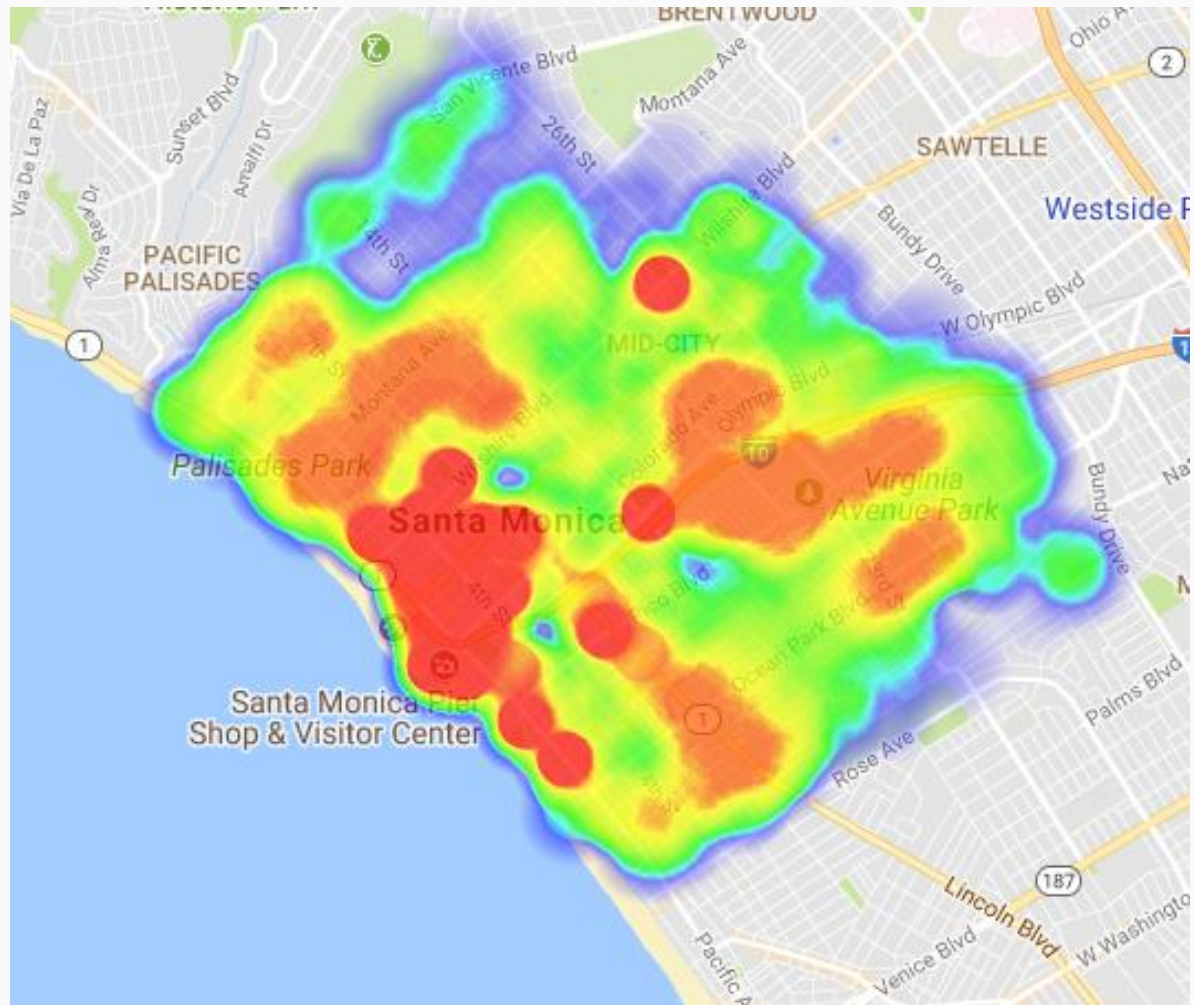
Operations on tabular data: **Count within Groups**

What is the geographic distribution of people in our data?

| Zip Code | Count |
|-----------------|--------------|
| 90401 | 2 |
| 90405 | 1 |

Operations on tabular data

Visualize using a heatmap



Operations Recap

- Group (*by Zip Code*)
- Count (*how many rows in each group*)
- Visualize (*a heatmap shows the distribution graphically*)

Operations on tabular data

Who is the youngest person that lives in 90401?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Filter**

Who is the youngest person that lives in 90401?

Zip Code = **90401**

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 10401 | Tom | 1966-03-22 | 90405 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Filter**

Who is the youngest person that lives in 90401?

Zip Code = **90401**

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Column Aggregation (Max)**

Who is the youngest person that lives in 90401?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: Column Aggregation (Max)

Who is the youngest person that lives in 90401?

$\text{Max}(1980-11-12, 1986-09-28) = 1986-09-28$

| Employee ID | Name | DOB | Zip Code |
|-------------|-------|------------|----------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Filter**

Who is the youngest person that lives in 90401?

DOB = **1986-09-28**

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 20100 | Harry | 1980-11-12 | 90401 |
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Filter**

Who is the youngest person that lives in 90401?

DOB = **1986-09-28**

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 52200 | Rick | 1986-09-28 | 90401 |

Operations on tabular data: **Select a column**

Who is the youngest person that lives in 90401?

| Employee ID | Name | DOB | Zip Code |
|--------------------|-------------|------------|-----------------|
| 52200 | Rick | 1986-09-28 | 90401 |

Operations Recap

- Filter (*keep only rows with Zip Code = 90401*)
- Aggregate values in a column (*get the maximum DOB*)
- Filter (*keep only rows with a matching DOB*)
- Select (*the name field from the remaining row*)

We talked about quite a few
data operations

Data Operations

- Calculate new columns
- Aggregate columns
- Select columns
- Count rows
- Group rows
- Filter rows
- Visualize

POP QUIZ

What day had the most
Requests Closed?

07-Aug (14 *Full Release* closed)

What is the proportion of
Activities marked for *Full
Release* vs. *No Records
Exist*?

524 (Full Release)

74 (No Records Exist)

What is the Avg. Days to Close per month?

Mar 3.9

Jun 6.1

Apr 6.9

Jul 7.8

May 6.6

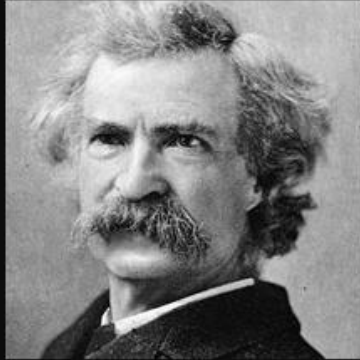
Aug 7.3

Wrapping up

What do we *really* mean when we say data

- **Digital** (so we can use software tools)
- **As Raw As Possible**
- **As Structured As Possible**

Data **source** and **structure** matter!



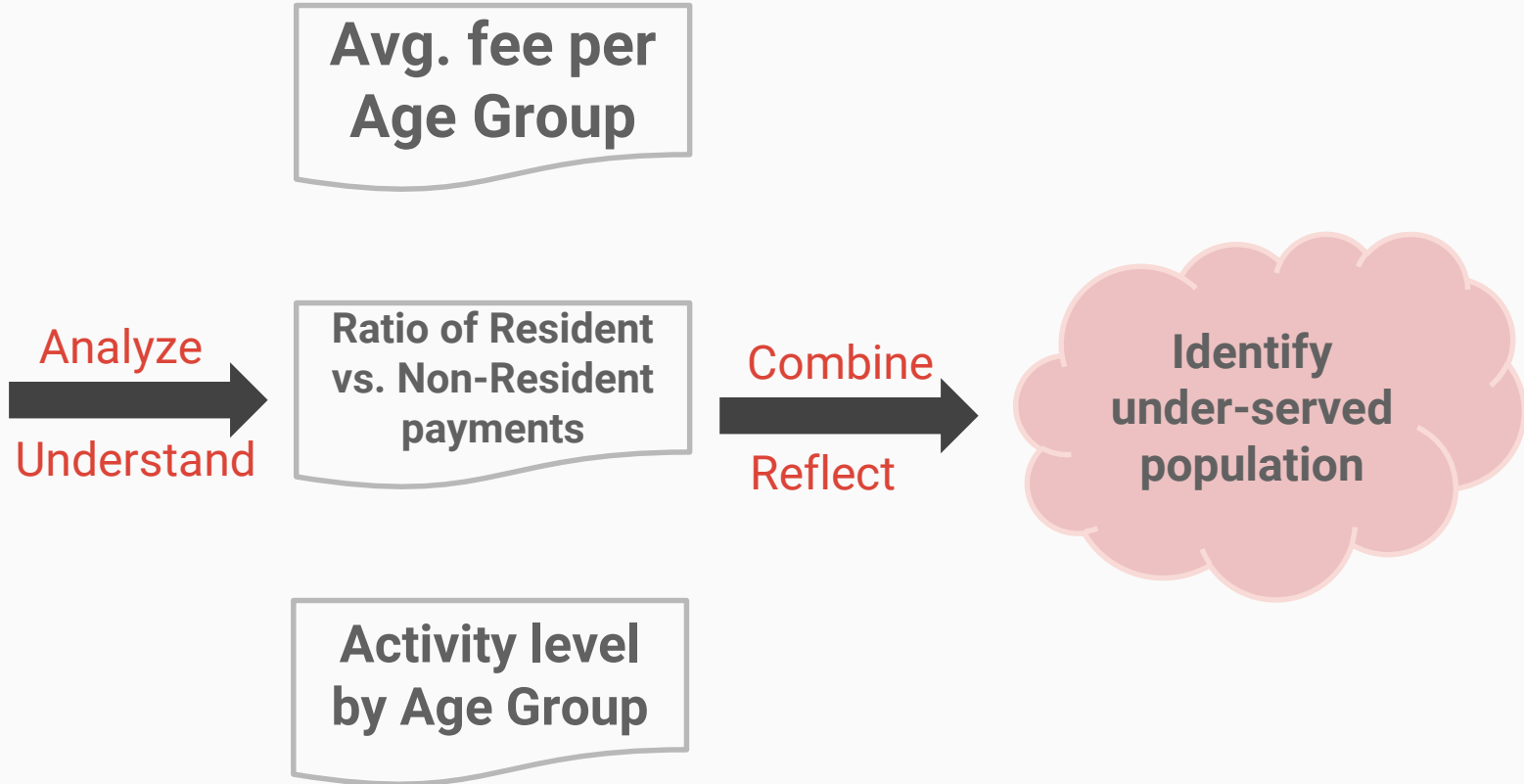
Data is like garbage. You'd better know what you are going to do with it before you collect it.

~ Mark Twain

Operations on tabular data

- **Calculate new columns**
- **Aggregate values in a column**
- **Select columns**
- **Count rows**
- **Filter rows**
- **Group rows**

The Bigger Picture: **Data Driven Decision Making**



Thank You For Joining Us!

Please fill out the feedback form before leaving 😊

Materials for today's course:

santamonica.gov/DA101

Questions, feedback anytime: **data@smgov.net**