

Introduction to Data Analytics for NYC Parks

Follow along at: <http://bit.ly/parks-intro-analytics>

Key Questions from the Morning

- The Value of Data

- What is Analysis?



Our Method for Generating Ideas (Brainstorming)

Ideate - Generate at least 3 ideas (ideally more), each on their own Post-It Notes

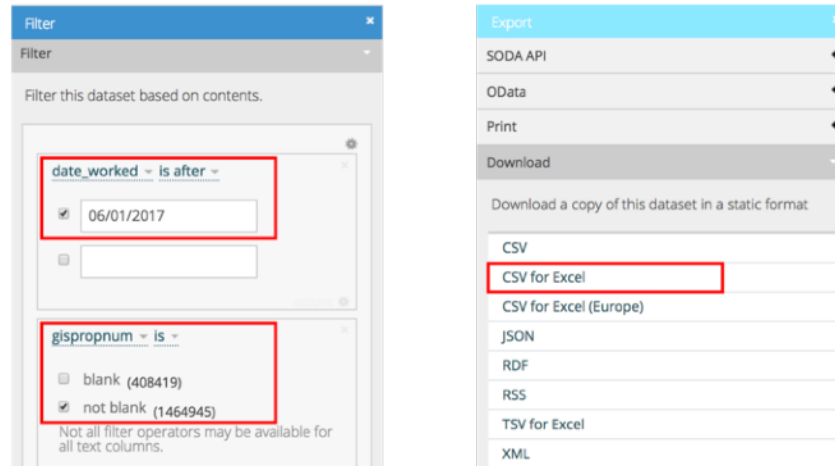
Discuss - Review the ideas generated

Decide - Come to a consensus as a group

Process Mapping Steps

- Identify the key challenge
- Identify the outcome
- Identify the outcome measures (outputs)
- Identify the key inputs (data, partnerships, etc.)
- Sequence the key questions to turn inputs into outputs

Filter for Daily Tasks data from NYC Open Data Portal



Key Excel Functions

=SUM(): Calculates the sum for a range of numbers

=COUNT(): Counts the number of cells containing numbers in a range

=COUNTA(): Counts the number of non-blank cells in a range

=HOUR(): Extracts the hour from a timestamp

=WEEKDAY(): Extracts the day of the week from a timestamp

=CHOOSE(): Uses an index number to return a result from an ordered list of values

=MID(): Select a specified number of characters from a text string

=LEFT(): Select a specified number of characters from the beginning of a text string

=RIGHT(): Select a specified number of characters from the end of a text string

=FIND(): Find the location of a given character in a text string

=CONCATENATE(): Combine characters together into a text string

=VLOOKUP(): An operation to look up a value in another location based on an index value

=IF(): A function for logical comparison between values to return a desired result given a particular condition

Civic Analytics Typology



Based on the work of City of New Orleans, Office of Performance and Accountability
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Analytics Value Chain

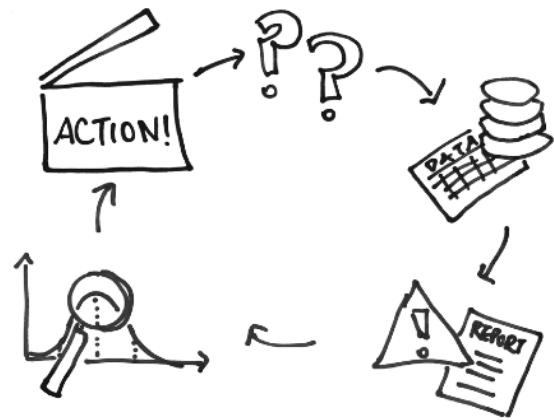


Image by Julia Marden

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Resources

- **Microsoft Office Support** (<http://office.microsoft.com/en-us/support/>) - Documentation on various MS Office products
- **Design Kit** (<http://www.designkit.org/>) - Resource for design thinking techniques like the ones we covered today
- **Data Science Cheatsheet** (<https://github.com/govex/Data-Science>) - Includes various terms and concepts related to data science
- **Datapolitan Training Classes** (<http://training.datapolitan.com>)

Contact Information

Email: training@datapolitan.com

Twitter: @datapolitan

Website: <http://www.datapolitan.com>

Your Notes

Implementation Guide

Concept/Technique	Why It's Important	How I Can Use It
The Value of Data		
What is Analysis?		
Problem Ideation		
Process Mapping		
PivotTables		
Types of Analysis		
Data Driven Culture		