

TOOLS

OF THE DATA ANALYST

PART II

LOW CODE / NO CODE SOFTWARE

L. FRANKLIN HACKNEY CPA, PLLC 
analysis + logic + critical thinking = *data solutions*

DATA ANALYTICS

DEFINITION:

Data analytics is a process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information, informing conclusion and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. In today's business world, data analysis plays a role in making decisions more scientific and helping businesses operate more effectively. *

*Wikipedia 01.22.2020

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The world's most valuable resource
is no longer oil, but...

DATA!



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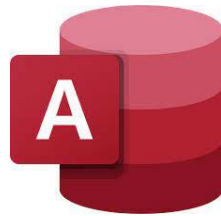
Leaders | Regulating the internet giants
May 6th 2017 edition



CAUTION / DISCLAIMER

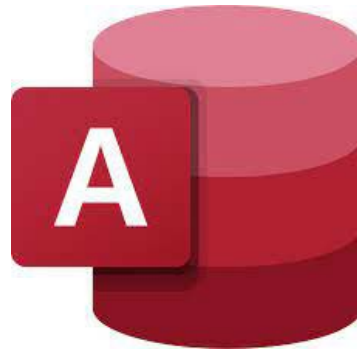
- Please consult your IT department before installing software on your company PC.
- Consider compatibility issues with other teammates when using unique software.
- Trial versions are typically available for short periods of time. Consider trying before you buy.
- Review compatibility issues if you or your company uses Apple or other non-Windows based software.
- Review software specifications for mobile compatibility.
- Evaluate (with help of IT) desire for local vs. cloud-based applications.

LOW CODE / NO CODE SOFTWARE TOOLS



alteryx





MICROSOFT ACCESS

- Part of the Microsoft Office 365 Suite
- Desktop Database Solution
- More powerful and faster than Excel with larger Pivot Tables
- Visual database development with no code using Query By Example (QBE) grid
- Macros and VBA scripting available



- Available in certain versions of Microsoft Office 365
- Essential concepts of relational databases
 - Table joins
 - GROUP functions
 - Query types (Select, Make Table, Append, Update, Delete, Union)
 - ODBC (Open Database Connectivity)/API (Application Programming Interface)
 - Objects (Tables, Queries, Macros, Reports, Forms)
- Macros and VBA scripting



Google Sheets is a spreadsheet application included as part of the free, web-based Google Docs Editors suite offered by Google. Google Sheets is available as a web application; a mobile app for: Android, iOS, and as a desktop application on Google's ChromeOS. The app is compatible with Microsoft Excel file formats. [Wikipedia](#)

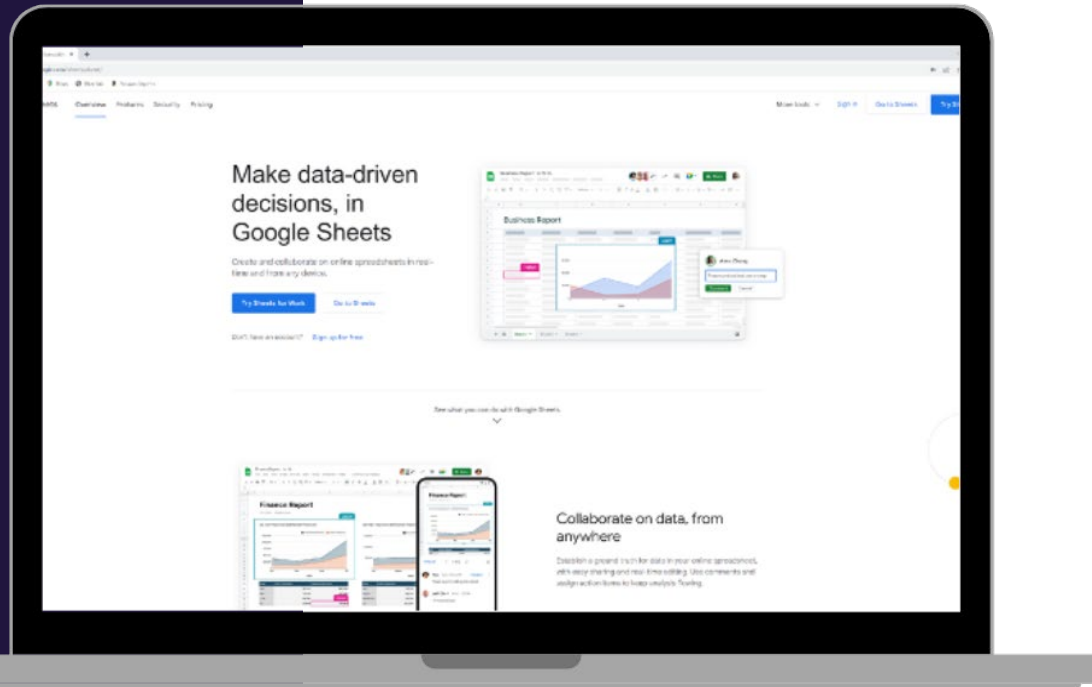
Initial release date: March 9, 2006

Developer: [Google](#)

Programming language: [JavaScript](#)

Available in: 83 languages

Operating system: [Android](#), [iOS](#), ChromeOS



- Free spreadsheet tool developed by Google.
- Great for shared workbooks.
- Cloud based.
- Mobile friendly.
- [Google.com/sheets/about/](https://www.google.com/sheets/about/)

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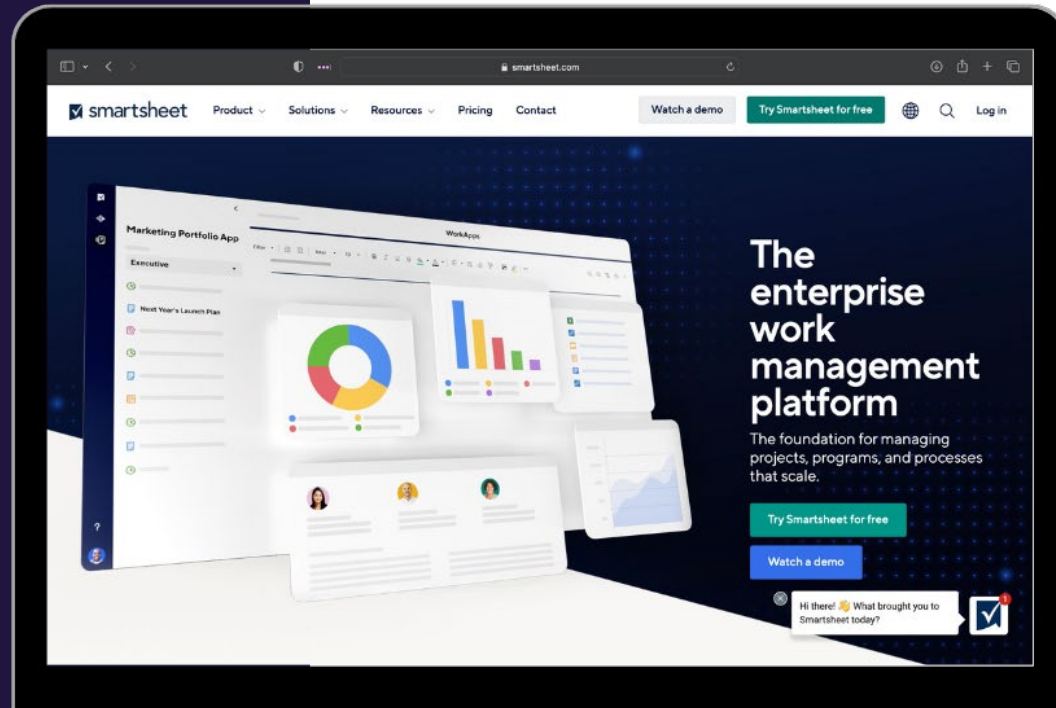
Smartsheet is a software as a service offering for collaboration and work management, developed and marketed by Smartsheet Inc. It is used to assign tasks, track project progress, manage calendars, share documents, and manage other work, using a tabular user interface. [Wikipedia](#)

Initial release date: 2006

Developer: [Smartsheet Inc](#)

Available in: English, Spanish, Portuguese, French, German, Italian, Russian and Japanese

Platform: [Web platform](#), [Android](#), and [iOS](#)



www.smartsheet.com

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Quickbase, Inc., is a software company that provides a low-code application development platform. The company is headquartered in Boston, Massachusetts, and was spun off from Intuit in March 2016. [Wikipedia](#)

Revenue: 125 million USD (2019)

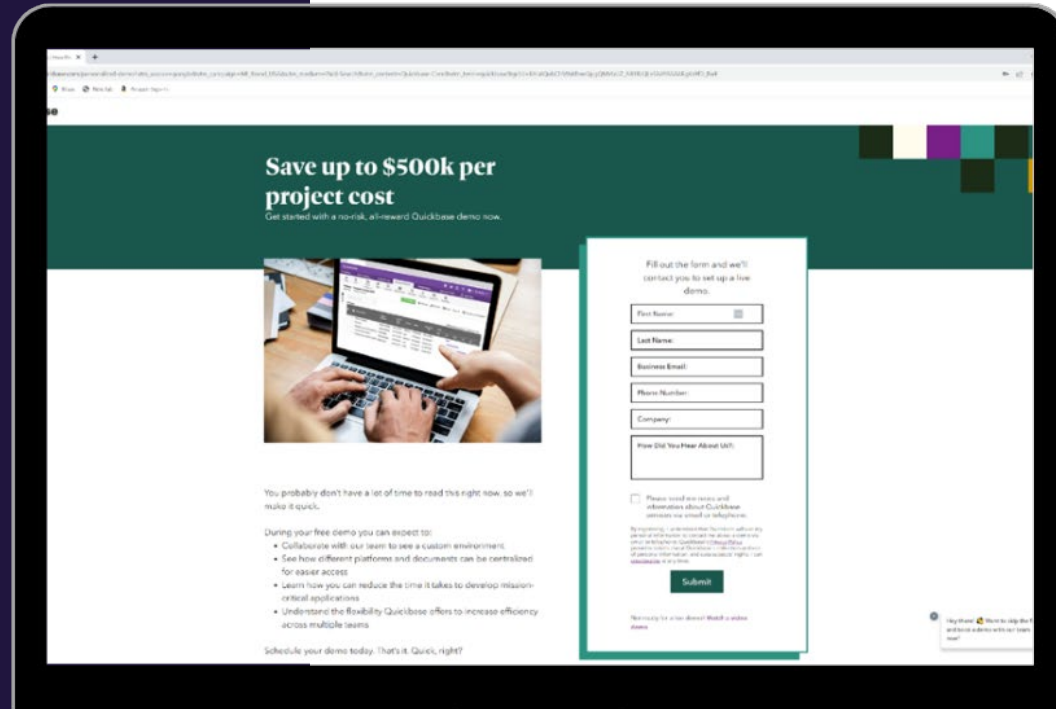
CEO: [Ed Jennings](#) (May 2020–)

Founded: 1999

Subsidiaries: [Merge Mobile, Inc.](#), [MCF Technology Solutions, LLC](#)

Ownership: Vista Equity Partners

Headquarters: [Boston, Massachusetts](#), U.S



www.quickbase.com

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Microsoft Power BI is an interactive data visualization software product developed by Microsoft with a primary focus on business intelligence. It is part of the Microsoft Power Platform. [Wikipedia](#)

License: Proprietary

Initial release date: July 24, 2015

Developer: [Microsoft Corporation](#)

Stable release: June 2023 Update (2.118.286.0) / June 2023; 3 months ago



Tableau Software is an American interactive data visualization software company focused on business intelligence. It was founded in 2003 in Mountain View, California, and is currently headquartered in Seattle, Washington. In 2019 the company was acquired by Salesforce for \$15.7 billion. [Wikipedia](#)

Founders: [Pat Hanrahan](#), [Christian Chabot](#), [Chris Stolte](#)

Parent organization: [Salesforce Inc](#)

Subsidiaries: [Narrative Science](#), [HyPer](#)

Founded: January 2003, [Mountain View, CA](#)

CEO: [Mark Nelson](#)

Headquarters: [Seattle, WA](#)

Number of employees: 4,181 (2019)



Data visualization and BI
(Business Intelligence) tools

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alteryx

Alteryx is an American computer software company based in Irvine, California, with a development center in Broomfield, Colorado, and offices worldwide. The company's products are used for data science and analytics. The software is designed to make advanced analytics automation accessible to any data worker. [Wikipedia](#)

Stock price: [AYX](#) (NYSE) \$35.04 -0.37 (-1.04%) Sep 13, 4:00 PM EDT - [Disclaimer](#)

Headquarters: [Irvine, CA](#)

Revenue: 495.3 million USD (2020)

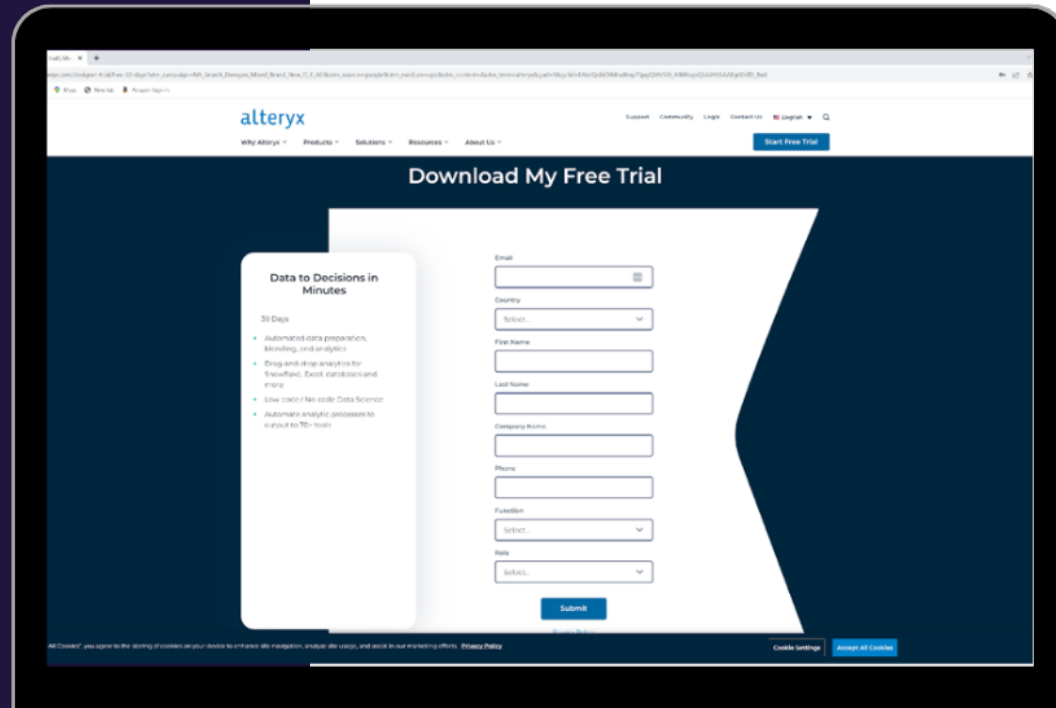
CEO: [Mark Anderson](#)

Founded: 1997

Founder: [Dean Stoecker](#)

Formerly: SRC, LLC (1997–2010); Alteryx, LLC (2010–2011)

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alteryx

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Udemy, Inc. is an education technology company that provides an online learning and teaching platform. It was founded in May 2010 by Eren Bali, Gagan Biyani, and Oktay Çağlar. [Wikipedia](#)

Stock price: [UDMY](#) (NASDAQ) \$9.95 -0.05 (-0.50%) Sep 13, 4:00 PM EDT - [Disclaimer](#)

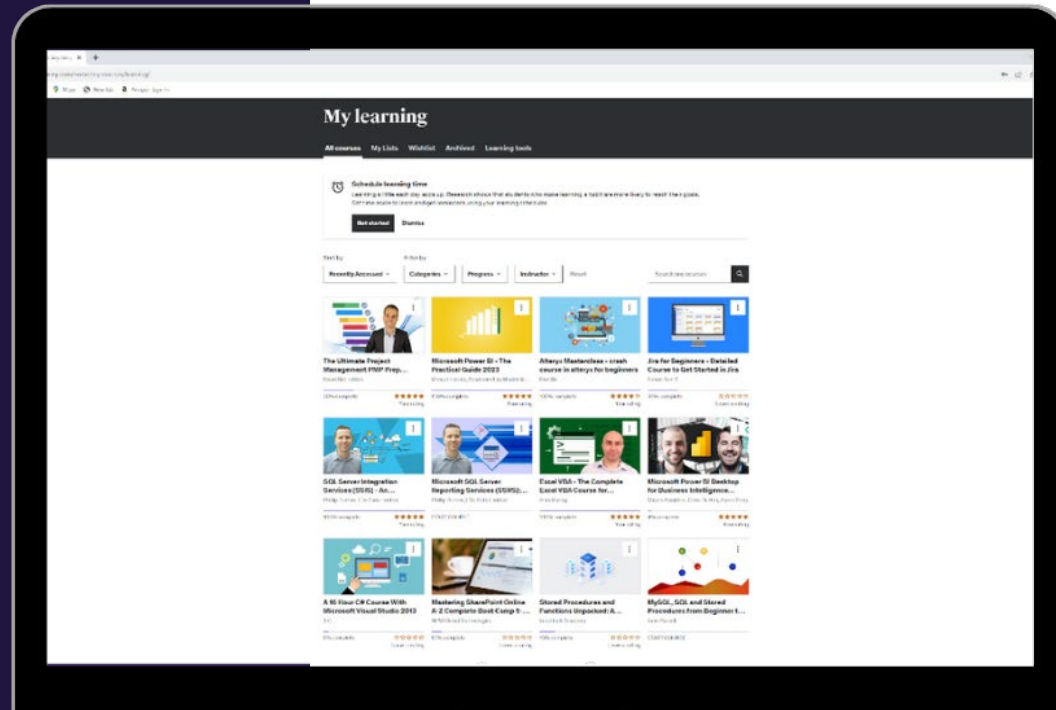
Founded: January 20, 2010

Founders: [Oktay Çağlar](#), [Gagan Biyani](#), [Eren Bali](#)

Headquarters: [San Francisco, CA](#)

Subsidiaries: [Sunnytrail Insight Labs Inc.](#), [CUX, Inc.](#), [MORE](#)

Ipo price: \$29 [iposcoop.com](#)



 **udemy**

www.udemy.com

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INTERMEDIATE AND ADVANCED TOOLS (PRE VIEW OF PART 3 AND PART 4)

- SQL Server
- Oracle
- Salesforce
- RPA (Robotic Process Automation)
- Alteryx
- .NET
- Data Science Programming Languages (R, Python, C#)
- Non-relational databases
- AI/Machine Learning
- ETL (Extract, Transform and Load) technologies
- Udemy.com

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Excellence in Client Service Since 1995
Owner - Data Analysis and Process Automation Consultant

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“There’s a data solution for that.”