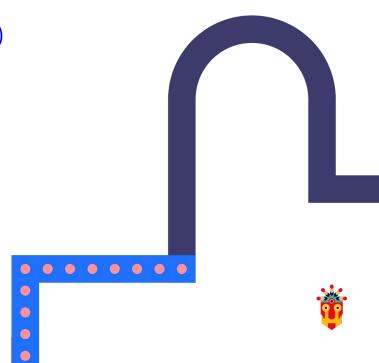


Data Quality: Getting Data Preparation Right is Key! Here's How

Video Resources

Resources List:

- → GROWTH TRIBE DATA PREP GUIDE
- → GROWTH TRIBE ANALYTICS EXERCISE (EARN BADGE)
- → ACCESS DATA IN EXCEL
- → ACCESS DATA IN GOOGLE SHEETS (BASIC)
- → DATA ANALYTICS DIPLOMA
- → KAGGLE SURVEY DATA BARRIERS
- → EXCEL GUIDE TO DATA SOURCES
- → DATA SPLITTING ARTICLE



Tools for prepping with large datasets or data at scale:

- OpenRefine (Open Source): (previously Google Refine) is a powerful tool for working with messy
 data, cleaning it; transforming it from one format into another; and extending it with web services
 and external data.
- <u>Tableau Prep</u>: By providing a visual and direct way to combine, shape and clean data, Tableau Prep makes it easier for analysts and business users to start their analysis, faster.
- <u>Trifacta</u>: Interactive cloud platform for data engineers and analysts to collaboratively profile, prepare, and pipeline data for analytics and machine learning.
- <u>Datameer</u>: Easy drag-and-drop modelling that lets non-technical analysts create base models specific to their needs.
- <u>Talend</u>: Clean, complete, uncompromised data for everyone.
- <u>Alteryx</u>: Find powerful insights with low-code, no-code analytics automation that empowers analysts to work faster by visually sourcing, blending, and enriching data.
- <u>Supermetrics</u>: Automate your marketing data transfers to your cloud-based data warehouse.

