

Sonya Crockett

2/10/2024

CIT 348

Document 1

Subject: I am finally getting back to you about those books!

Dear Peer,

I had a chance to go over the books you wanted me to read and summarize, while I definitely preferred one read over the other I am replying with my summation of the two books and few questions I had about them, and if you have any clarification on my questions I would super appreciate it.

After reading the first two chapters from the Reference books Making Sense of Data, and Headfirst Data Analysis I was pretty surprised by how the books present similar information in two very different ways. While one book is very cut and dry and just hands you the information and just tells you what it is, the other book, Headfirst Data Analysis, presents the information and then makes you essentially live the information.

Making Sense of Data starts out by giving a rundown of the process of data analysis.

1. Define the problem.
2. Data prep
3. Analysis
4. Deployment

The first step you find a problem that needs solved by most likely a client, Then you prepare raw data/clean it up so it can be analyzed, Next you analyze your data and your problem and see if through the clean data you can see a solution to the problem you defined in step 1. Finally, you deploy your solution to your client.

It also goes into information explaining just what data is. The book tells you about variables and observations, and then tackles how to view data or present it.

The second book I found much easier to read. It goes into a step-by-step guide on how to analyze data, but it was a tad bit different.

1. Define
2. Disassemble
3. Evaluate
4. Decide

Their process is very similar to the other book. First you define your problem. Then you divide your problem into smaller problems, put your data into smaller chunks, then you evaluate both data and problems, based off the information you have put in front of you, you then decide on how to solve the problem you defined back in step 1 and then present that to your client.

After the analysis process the book then addresses data collection and gives a great run down on what experiments are, how to run one, and what information you can collect from it.

I believe both books did a great job of making sure their information was understood by presenting it differently. The first book discusses cleaning data but doesn't go too much into what it is. Which left me kind of confused. I'm sure the book will obviously address it later, but I am curious about what exactly cleaning means. The other book gave you real world examples of each step that you participated in. Which I think did a great job of helping understand the steps I'm confused on defining the technical stuff of it all. The book was vague about mental models, and while it showed some examples I don't know if I could really put it into words as to what it is.

-Sonya

## Memorandum

Date: 2/10/2024

To: Content Adopters

From: Sonya Crockett

Subject: Evaluation and Critique of Book References

In the books Making Sense of Data I, and Headfirst Data Analysis both present to the reader a step-by-step guide on the data analytics process in the professional world. I found both guides to be very similar, the differences I saw were in the presentation and the clarification of each step. While one book, Making Sense of Data gave a very detailed summary of the process, the other book gave a very relatable and easy to understand real world example of the process. I found the second book, Headfirst Data Analysis, the easier to understand between the two. The real-world example of Acme Makeup and Starbuzz coffee really helped me visualize each step. Although I found the example to be a crutch when it came to truly grasping the actual definition of the material. Making Sense of Data is definitely the wordier of the two books, but the direct approach helped to know what all the elements or attributes of data analytics. I walked away feeling like I learned something. The other book's greatest strength was its relatability. Which is something Making Sense of Data lacked. Headfirst Data Analysis had this great approach of breaking all the information up into smaller chunks and almost spoon fed you the information. I walked away feeling that I understood Data Analysis. It also had some great visuals. They put a face to the client, they showed you the raw data, and they stopped and showed you where you were in the process. The other book had long paragraphs, and no visuals. I found myself having to go back and reread because it was so much information at one time. Headfirst Data Analysis didn't really stop to make sure the technical terms of the process were really understood. While I feel as though I could explain the flow of data analysis, I am unsure if I could stop and tell you the details of it after reading.

I think both books are great tools that would be of great use in the right setting. Making Sense of Data I is the perfect book for education and academia. The book tells you about data analysis forward and backward it is cut and dry. This book is perfect for the student who really wants to learn everything about data analytics. I also feel as if the material would be easier to write tests on or use as a reference when writing papers. While real world examples are great, the classroom is the place to say what it is, not how Jim at Starbuzz coffee does it. On the other hand, Headfirst Data Analysis feels like a training manual. I feel like it would be a great tool and reference to have while doing on the job training. Perhaps, right after getting that entry level position in data analytics this would be great to have at your desk or bookmarked into your computer, to harken back to since the information is presented in a way it would be quick and easy to look up. Plus, it's informal presentation, and smaller bits of information, make it a great resource when you're actually in the thick of it. If you needed to be reminded of something quick while in the office, I think it would be too time consuming to go through the longer paragraphs of

Making Sense of Data. Quite simply, one book taught me about data analysis while the other taught me about the profession of data analytics.

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Document 3

I feel like I'm stating the obvious but the big difference between both those documents was the audience. I approached one document (Document 1) assuming that my peers didn't know much about the books and needed a brief explainer of the books. Compared to the memo where I felt my audience had to have some kind of knowledge about the books because why else would I have been asked to write to these content adopters? The memo I also thought of had to be brief and to the point. Whereas in document 1 I felt like I could ramble on about the information given to me since it was kind of informal, since they were my peers and not professionals.

Another big difference was tone. The two documents are two very different versions of my voice. The first one is a better reflection of how I actually speak in the real world. The memo is definitely how I speak at work to my customers at work who I don't know very well. The first document I also felt was asking me to explain the books, while the other I took it as if the content adopters were asking me for advice.

Yet again, I feel like I'm stating the obvious, but the biggest similarity is me. I know I just talked about the tone being different between the two, but the cadence of the writing is definitely still me. Even though I was talking to two different audiences when I read the documents back, I feel like as I read it, you can tell it's me but me addressing two different people. I also took both documents as if it were asking for an opinion, and I think it made it very obvious which book I preferred in both documents.

I know we're not submitting our notes for this assignment so believe me when I say both documents were concise. Which surprises me greatly. In my UX class my biggest problem was being concise so how I was able to get both documents under 2 pages is a miracle for me. I really think both books presented a lot of information, and I think both documents really just highlight the most important information from the books.