

Email Sequence for Pandas Bundle

Email 1 (Introduce the context)

Subject Line: The wrong approach to Data Science

Hi {name},

It is sometimes said that we humans only actively use 10% of our brain. Be that real or not, imagine you could access 10 times more brain power than you currently do. That would make a HUGE difference!

What if I said you could tap into 10 times more power in your **data science skills**?

That's because most beginner data scientists, and even some intermediate ones, are plagued by the same problem: excessive diversity.

And you may be asking, "What is this excessive diversity?"

It means knowing all the tools but mastering none of them. It's like a miner who has a shallow understanding of all the equipment but doesn't really master the pickaxe.

And you probably understand that this approach will not get you very far...

Over the next few emails, I'll talk about another, **more effective approach**.

Until then!

Matt

Email 2

Subject Line: Why most people Fail as Data Scientists

Hi {name},

As a data scientist, your duty is to **find** business insights in the midst of all the messy data.

And success in that requires no distractions. Otherwise, you'll miss the *needle* in the haystack - the business insights.

That's the reason why you must master the core tools. Without such mastery, your focus will go towards making sure you correctly use the tools instead of going to the **real problem**.

It should feel *seamless*. You shouldn't be thinking about the tools. They were made to abstract the functionality they provide. Otherwise, you'll be constantly stuck on some detail of the framework, having to google obscure errors just to fix a problem you don't really understand.

To avoid this, you must master the core tools, but what are they? Among them are libraries such as NumPy, Pandas, SciPy, and a few more.

In the following email, I'll talk about how you can master Pandas, a library that allows data scientists to manipulate their data as they wish.

Until then!

Matt

Email 3

Subject Line: Start mastering Pandas Today

Hi {name},

It is no question that Pandas is one of the most important tools a data scientist needs to master.

It allows us to *clean*, *transform*, and *visualize* large amounts of data efficiently.

If you master Pandas, you will write shorter, more readable, and faster code.

But all those benefits, as you may know, come at a **cost**. Pandas has a relatively steep learning curve, even if you are proficient in Python and NumPy.

The syntax is quite different, the data structures work in a fundamentally different way, and the error messages can be quite at first.intimidating.

This means that, without a solid understanding of Pandas, data scientists are doomed to spend precious time fixing **irrelevant bugs**.

And that's definitely not what you, or your business, want.

In the next email, I'll give you a concrete outline of how to master Pandas.

But you can already start now.

[Click here to start mastering Pandas today and learn one of the core data structures it offers: Series.](#)

Until then!

Matt

Email 4

Subject Line: The Road to Pandas Mastery

Hi {name},

It's no secret that mastery of Pandas is **essential** to your success as a data scientist.

So we need to ask ourselves, what is the best way to **truly** master it.

You can try to learn it by yourself, and you'll probably get a decent understanding of the basics.

But the basics are not enough for the seamless interaction with Pandas that I have mentioned before. You need a comprehensive view of *what* this tool does and *how* it does it; that's how you reach those *gold nuggets* in your data.

And for that, the *hand of experience* will be needed.

I have used Pandas for the last X years and taught it to many students. With that experience, I was able to compile a few courses on Pandas, from basic constructs to advanced material and best practices.

And to aid you in this journey, I made a special bundle that contains all the material you need for Pandas mastery.

You'll have a main course called *Effective Pandas*, in which I cover the 10 skills all *Pandas masters* must have.

You'll also have a course on Pandas refactoring and two more on the practical side of this tool.

I have also added a little *surprise* from my portfolio to this bundle.

Despite this, YOU must make the **decision**. Are you ready to devote some time to mastering this essential tool *today* so you can *reap* the benefits of being 100% focused on your data *tomorrow*?

Or would you rather keep hitting *roadblock* after *roadblock* with simple Pandas mistakes?

[Click here if you are ready to start finding those **gold nuggets** in your data and master Pandas immediately.](#)

Hope to see you soon!

Matt