Introduction

Data Analysis is the process of collecting and organizing data.

DATA ANALYSIS

Why Data Analysis is Required

Data analysis for B2C marketing plays a critical role in improving your business strategy.

It is important in business to understand problems facing an organisation, and to explore data in meaningful ways.

Process of Analysing the Data

- Import data sets
- Clean and prepare data for analysis
- Manipulate pandas DataFrame
- Visualize the data
- Build machine learning models using scikit-learn

Python Libraries for Analyzing Data

Types of Data in Statistics

1. Numerical data
   a. Discrete data
      Ex: 0,1 or 0,1,2,3

   b. Continuous data
      Ex: 122,134.6,150,180,232,....

2. Categorical data
   Ex: Yes/No, A Grade/ B Grad/ C Grade,
   Male/Female, etc,..

Thank You