DATA ANALYTICS

Data analytics distinguishes itself from data analysis because it tells you what to do and what the result will be. Where data analysis gives you information about the current situation, data analytics makes predictions and tells you what the result would be by taking a certain action. In other words: data analysis focuses on the past and current situation, data analytics focuses on the future.

The case below is an example how to predict churn for recurring customers within an electricity company.

GOAL

Using the available Mall customers data, the mall owner and management wanted to understand which group of customers they should target and what products should be targeted.

RESULT

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