**Data Analytics - Course Overview**

**Data Analytics** is the process of extracting information on the basis of data made available through various types of software. The data need not be a descriptive metric, it can be runtime of processes in a manufacturing company, website traffic data, data associated with a certain market. So on and so forth.

After the collection of necessary data, they are thoroughly examined before drawing results based on the information obtained. The demand for data analytics has grown by leaps and bounds due to its enhanced role in helping businesses to make informed decisions. Therefore the need for best data analytics courses are also at an all-time high. Organizations can also improve their overall operational efficiency as well as their service to customers with **data analytics**. This is because the data analytics tools allow companies to accept or ignore certain scientific models based on the data obtained. It makes use of both data in real-time as well as historical data. Thus companies can take the right decisions, at the right time and the right place with data analytics. Companies are able to increase their overall revenue with the help of data analytics. It also gives them the much needed competitive edge in the industry.

Data Analytics makes use of both quantitative analysis and qualitative analysis. The former relies in the numerical data whereas the latter relies in non-numerical data. The 4 different types of data analytics are

* Prescriptive data analytics: it deals with the answer to the question “what course of action should be taken” by an organisation or a company to prepare for future events, how to avoid fallouts in the future or have maximum leverage in the market than their competitors by taking advantage of a specific trend. It is actually a kind of predictive data analysis where it not only shows a single future possibility, but multiple futures based on the internal data available and external inputs. The setup of prescriptive data analysis is exceptionally complicated so it’s crucial to weigh the effort against the results before trying to implement this kind of analysis models
* Predictive data analytics: this kind of analysis uses extensive mathematical techniques and large amount of data to predict what’s more likely to happen in the future. This technique uses the understanding of past data to make future predictions. The analysis method can be used in real time to identify suspicious web activity, or in batches to target specific type of customers and to help drive traffic to a website etc. This method of forecasting is only accurate with respect to the quality of the data that’s being fed to the algorithm.
* Diagnostic data analytics: this deals with “why something has happened” and requires diverse data inputs to understand the cause. The diagnostic data analysis method provides us with in depth detail as to why it happened the way it happened with proper metrics and details. For example, a manufacturer using diagnostic analysis can find out how they missed their target by dialling down on their net profit and loss. Organisations use this method to generally find out the connection between available data and understand data patterns.
* Descriptive data analysis: Is the simplest of the bunch where it is used to answer the question of what happened. The data is analysed to find similar patterns that fulfil the data conditions. For conducting statistical data analysis, descriptive data analysis is a necessary step.

Learning data analytics course can land you a data analyst job with some of the top companies in the software industry. There is a growing requirement for data analysts in almost each and every industry one can think of.

As a data analyst, you will be responsible in identifying the key areas where the company can increase their efficiency as well as productivity. They collect the data as much as possible using various tools as well as methodologies before finally coming up with an outline, which will be then transferred to the responsible managers in a simple and understandable format. **Data Analysts** mainly deliver their outline in the form of charts, reports and graphs etc.

Job Designations of a Data Analyst

* Data Analyst
* Data Engineer
* Data Scientist
* Data Architect

**What are top 3 skills for data analyst?**

1 SQL

Structured query language is the programming language used for relational database management and to perform database operations on them. So, the operations a data analyst does requires them to manage and structure different kind of data, so to be proficient in database management is one of the most quintessential skills, a person pursuing a career in data analytics can have.

2 Excel

Microsoft excel spreadsheets are an interactive way of managing, visualising and handling small amount of data. When you are beginning to handle data at a start-up or a small company, advanced excel methods like writing macros and VBA lookups will help in smaller and lighter analytics.

3 R-or Python

Learning a fully focused statistical programming language will help you to do things excel does, but better and quicker. R, Python and SQL can do predictive analysis on bigger datasets which cannot be done by Microsoft excel. Both Python and R are open source platforms and a lot of learning resources are available for free online, it all comes down to personal preferences on which one you’re interested in learning. And python is basically used in almost every level of the IT industry these days, it’s a worthwhile to spend time on it. Some analysts do prefer R because it can do ad-hoc analysis and can explore larger datasets

What are the 4 types of data analytics?

As we’ve mentioned before, the 4 main types of data analytics techniques are

* Prescriptive data analytics
* Descriptive data analytics
* Diagnostic data analysis
* Predictive data analytics

**How do I become a data analyst?**

* Do a Bachelor’s or Master’s degree in courses having emphasis on mathematics or statistics like computer science or applied math
* Learn the necessary languages and techniques required for data analysis
* Do a data analytics certification course
* Try to find entry level work experience in companies

**Why you should become a Data Analyst?**

The demand for **data analysts in Kerala** is set to grow tremendously in the years to come as the current and future market scenario demands collection and usage of increasing data. Data will be the fuel that drives the future of business and most organizations now realize its importance. There is a growing skill gap in the IT industry for the vacancies of data analysts and the resources that are presently available.

**What is the salary for a data analyst?**

The structure of a data analyst salary could range from ₹342,363 INR per year to ₹1,750,000 INR per year.

**Why you should learn Data Analytics course from Edure?**

Edure provides the best data analytics course in Trivandrum, offers best-in-class personalized training including hands-on training from the basics at an affordable cost. All essential modules of **data analytics** are included as part of the **data analytics course** curriculum in Edure. Interested students and aspiring professionals can take up this course at flexible timings according to their convenience. We also offer weekend classes for working professionals. we also provide placement assistance for our graduates and 90% of all our graduates have been placed.