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| **Unit Assessor:** | Ei Thandar Khaing |
| **Project Title:** | Data Science and Business Intelligence |
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| **Learner declaration** |
| I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.  Student signature: Date:11 - 11 - 2023 |

Task 1: list the various data science and BI Tools / Software ( 3 for each)

Task 2: List the client names who is using that Tool / Software.

Task 3 : Explain in 5-6 lines about the Tool and how client is utilizing it.

Note : Prepare a Document for following points and submit it to the next section.

1. Name of Tool / Software- 5-6 line explanation in our own word i.e. various functionalities

2. Company using the Tool / software : purpose of use

3. Benefits of Tool / software for industry

4. Before using the tool and after using the tool : 1-3 lines explanation according to you.

Answer:

**Task 1**

* **Data Science tools**
* python
* **Jupyter Notebook**
* MYSQL
* **BI Tools**
* Dundas
* Microsoft Power BI
* Tableau

**Task 2**

**Data Science tools**

* Google uses **Python** extensively across various projects, particularly in the development and research of machine learning and data science applications
* MySQL is utilized by Netflix for managing and querying relational databases
* NASA employs Jupyter Notebooks in its data science workflows.

**BI Tools**

* Airbnb uses Dundas as part of its business intelligence toolkit.
* Microsoft, the parent company of Power BI, naturally integrates Power BI into its operations for business intelligence needs.
* Tableau is widely adopted by Salesforce for analyzing and visualizing customer data.

**Task 3**

Data Science Tools:

1. Google (Python): Google relies on Python for its versatile and extensive capabilities in machine learning and data science projects. Python's flexibility and rich ecosystem empower Google in the development and research phases, supporting innovation in various technological domains.

2. Netflix (MySQL): Netflix employs MySQL for efficient management and querying of relational databases. This is crucial for a streaming giant like Netflix, handling massive amounts of user data. MySQL's scalability and reliability enable Netflix to deliver a seamless and personalized streaming experience based on user preferences.

3. NASA (Jupyter Notebooks): NASA integrates Jupyter Notebooks into its data science workflows. Jupyter's interactive and collaborative environment allows NASA scientists to conduct data analysis, visualization, and collaborative research. Jupyter Notebooks facilitate transparent and reproducible scientific investigations within the organization.

BI Tools:

4. Airbnb (Dundas): Airbnb utilizes Dundas as a vital component of its business intelligence toolkit. Dundas provides advanced data visualization and reporting capabilities, enabling Airbnb to create interactive dashboards. This empowers the company to gain insights into booking patterns, user behavior, and overall operational performance.

5. Microsoft (Power BI): Microsoft seamlessly integrates Power BI, its business intelligence tool, into its operations. As the parent company, Microsoft utilizes Power BI across different departments for visualizing and analyzing data. Power BI's user-friendly interface supports efficient data-driven decision-making within the organization.

6. Salesforce (Tableau): Salesforce adopts Tableau widely for analyzing and visualizing customer data. As a leading CRM platform, Salesforce leverages Tableau's powerful visualization features to understand customer behavior, track sales performance, and optimize marketing strategies. Tableau enhances Salesforce's ability to derive actionable insights from vast datasets.