

REPORT: Basics of Data Analytics

Steps of the Data Analytics Process

1.Data Collection:

Gathering a raw data from various sources like databases,APIs,sensors,or surveys these are the various sources we are using as a data collection.

EXAMPLE:Collecting customer purchase data from an e-commerce platform.

2.Data Cleaning:

Data Cleaning means Preparing data for analysis by handling missing values,correcting errors, and removing duplicates.

EXAMPLE: Removing invalid email addresses from a customer database.

3.Data Analysis:

Data Analysis in the sense of Applying Statistical techniques or algorithms to uncover patterns,trends and relationships.

EXAMPLE:Analysing website traffic data to identify peak visitor times.

4.Data Visualization:

Data Visualization is Representing data visually through charts,graphs,and dashboards for easier interpretation.

EXAMPLE:Creating a pie chart showing the market share of different products.

5.Reporting:

Presenting insights and findings through detailed reports,presentations,or dashboards.

EXAMPLE:A report summarizing quarterly sales performance.

DIFFERENT TYPES OF DATA(STRUCTURED AND UNSTRUCTURED)

Examples and types of data of structured and unstructured data

STRUCTURED DATA:

Structured Data is organized in a defined format,such as rows and columns in a table or database.

EXAMPLE:

- 1. Customer details or Financial Transactions stored in a sql database.**

UNSTRUCTURED DATA:

Data without a predefined format, requiring advanced tools for analysis.

EXAMPLE:

- 1. Social media posts, including images and text captions.**
- 2. Audio recordings from customer service calls.**

SUMMARY:

- 1. Concepts to cover:**

Basics of Data Analytics.

Different types of Data (Structured and Unstructured Data).