The Analytics process:

1. Data acquisition
2. Cleaning and manipulation
3. Analysis
4. Visualizations
5. Reporting and communication

Analytics Techniques :

* Descriptive analytics
* Predictive analytics
* Prescriptive analytics

Machine learning value:

* Segmenting customers and determining the marketing messages that will appeal to different customer groups.
* Discovering anomalies in system and application logs that may be indicative of a cybersecurity incident.
* Forecasting product sales based on market and environmental conditions.
* Recommending the next movie that a customer might wish to watch based on their past activity and the preferences of similar customers.
* Setting prices for hotel rooms far in advance based on forecasted demand,

**Data governance:**

* ensure that the organization has high-quality data and is able to effectively control that data.

Golden Age analytics is made of :

* Data
* Storage
* Computing

Analytical tools:

These tools :

* automate much of the heavy lifting of data analysis
* improves the analyst's ability to acquire, clean, manipulate, visualize, and analyze data.
* provide invaluable assistance in reporting and communicating results.

We have :

Microsoft excel and google sheets

R programming Language