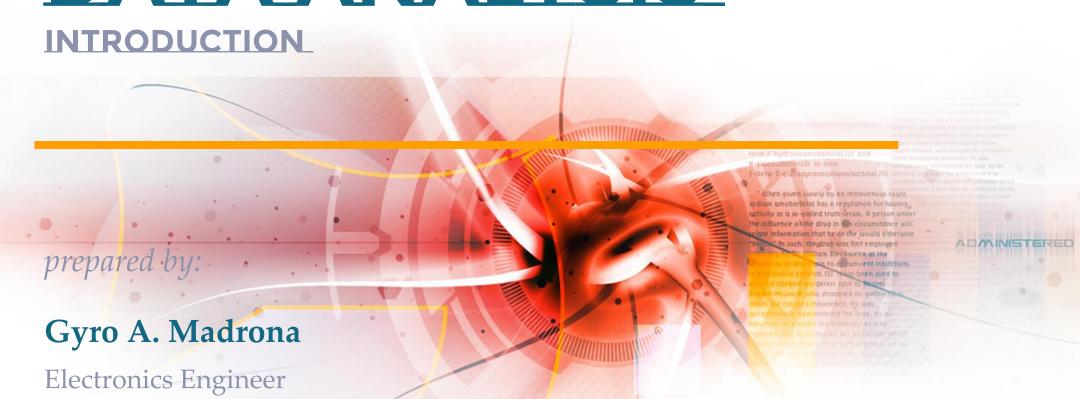
# **DATA ANALYSIS**





# GRADING SYSTEM



30%

30%

40%

**PRELIM** 

MIDTERM

**ENDTERM** 



# **TERM GRADE**

50%

**LABORATORY** 

50%

**EXAM** 



3

5<sub>max</sub>

**ABSENT** 

45-min LATE

15-min LATE



## **TOPIC OUTLINE**

**Types of Data** 

Qualitative

Quantitative

**Data Analysis** 

**Data Analytics** 

**Data Science** 



# TYPES OF DATA



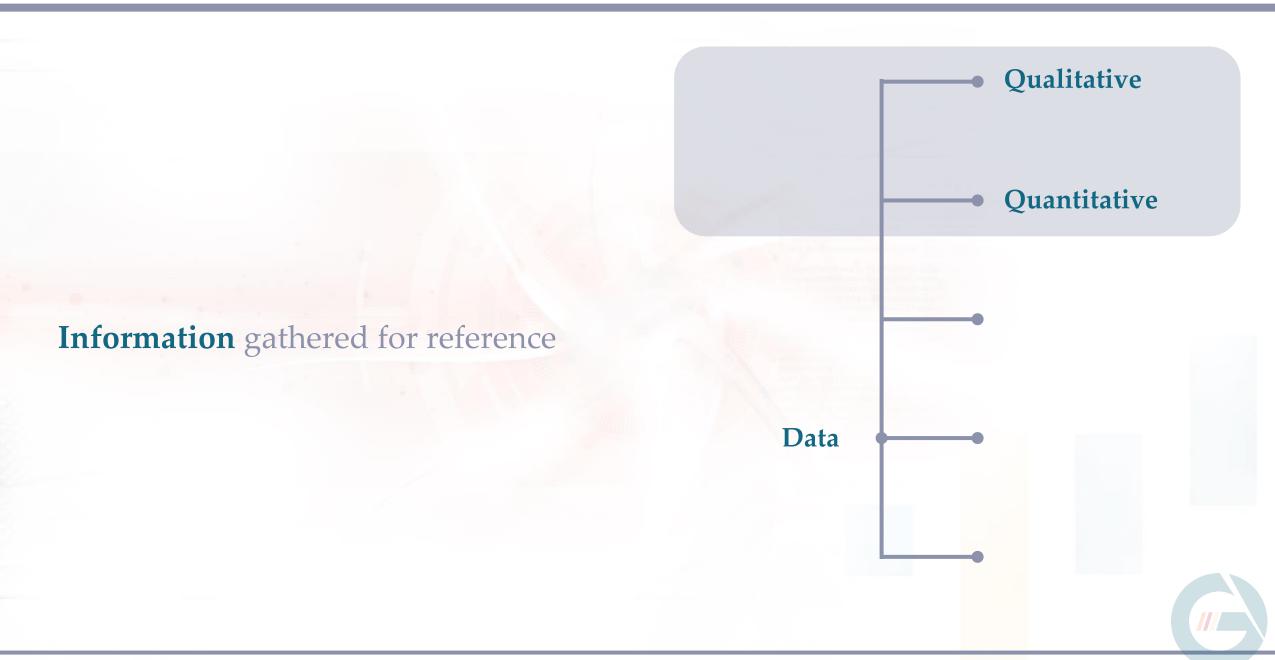


Information gathered for reference

Businesses store data to track activities and make inferences that can help them perform better







# **QUALITATIVE DATA**

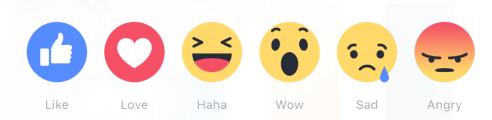
#### Customer feedback



Contains no numbers

Subjective in nature – based on personal perceptions and opinions

#### Facebook Reactions



# **QUANTITATIVE DATA**

#### Numerical data

Quantifiable information that can be involved in statistical and mathematical computations

Weight

65.5 kg



Number of Objects

**30 Bottles** 





DATA ANALYSIS

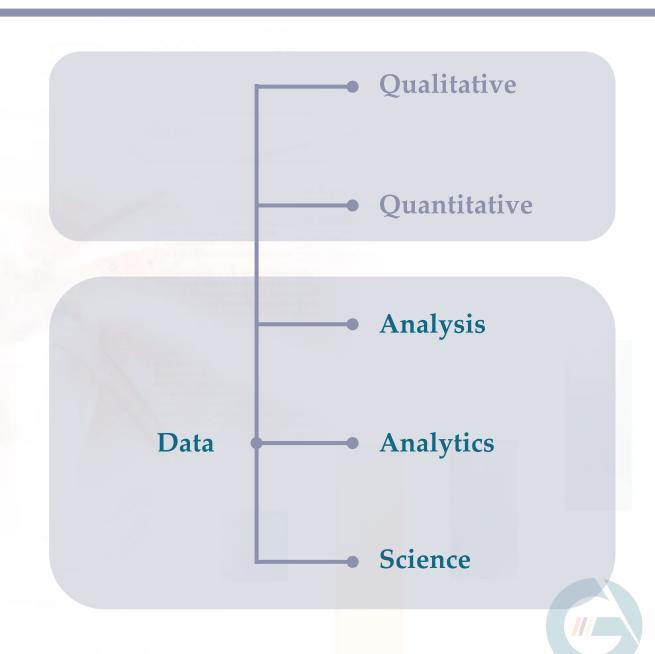
DATA ANALYTICS

DATA SCIENCE



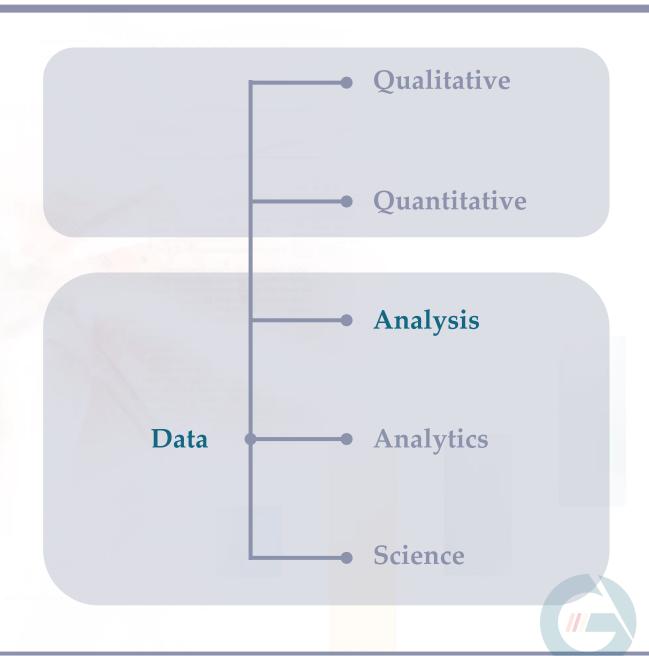


**Information** gathered for reference



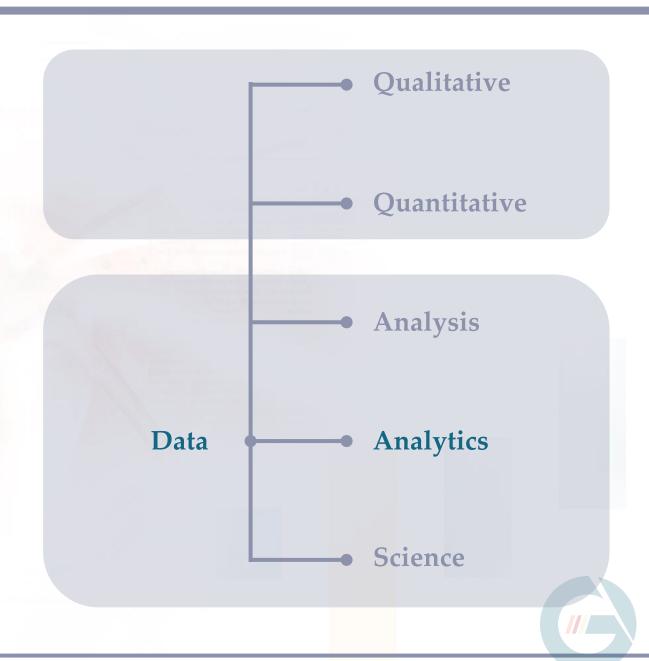
### **DATA ANALYSIS**

The process of examining, organizing, and interpreting **past data** to identify patterns, trends, and insights



### DATA ANALYTICS

The application of statistical, computational, and predictive methods to analyze data with the goal of forecasting **future** outcomes

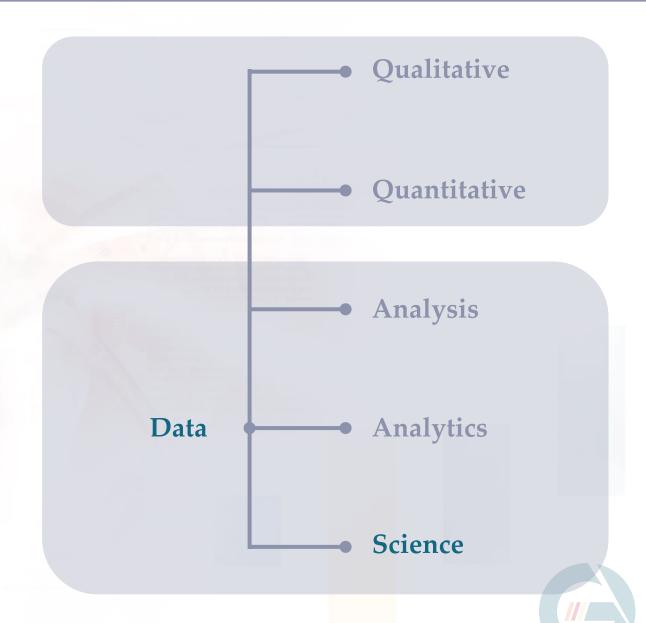


### **DATA SCIENCE**

Relies on certain characteristics of data analytics

Often involves the implementation of machine learning algorithms

Sometimes advanced statistical methods and regression analysis



## **DATA EXPERT**



## **Quantitative skills**

(Mathematics and Statistics)

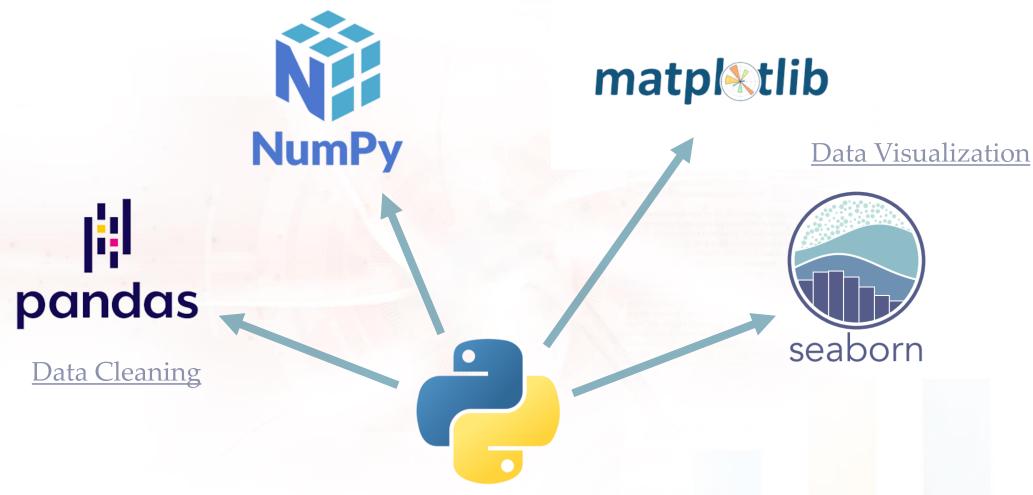
#### **Technical skills**

(Programming Languages)





### Numerical Computation



# LABORATORY

