## Data Analytics and Statistics Questions

How is data analytics different from statistics?

Statistics centers on collecting and analyzing data numerically and logically whereas data analytics helps to form a hypothesis. In simple words, data analytics are the raw information through which statistic is created and statistics are the outcome of data analytics (2020). Statistics analyze a large amount of data whereas analytics extract relevant patterns in data.

Analytics tools fall into 3 categories: descriptive, predictive, and prescriptive. What are the main differences among these categories?

These three analytics tools help to measure analysis with a different perspective. Descriptive tells about the things that happened in the past, predictive helps to know about the things that would happen in the past and prescriptive helps to take actions to change the outcomes (2020). The main difference among these three analytics tools is the result of the analysis.

Explain how businesses use analytics to convert raw operational data into actionable information. Provide at least 1 example

Data has become an asset o a company in the modern world due to which every organization uses analytics to extract useful information from data. Analytics gives businesses access to view past, present, and future to improve performance. A company can convert raw operational data into actionable information through visualizing complexity and accelerating decision-making with the scope of work. A big example of this is google because it uses analytics to track billions of raw data into actionable data.

Consider the organization you work for (or another organization you're familiar with). Does this organization use data analytics? If so, how is it used? If not, how could the organization use data analytics to improve its performance?

The company that I am familiar with is KFC which uses big data analytics. The assets of KFC are their customers due to which it uses analytics to increase customers retention. Moreover, they can observe the patterns and trends of customers with the help of data analytics.