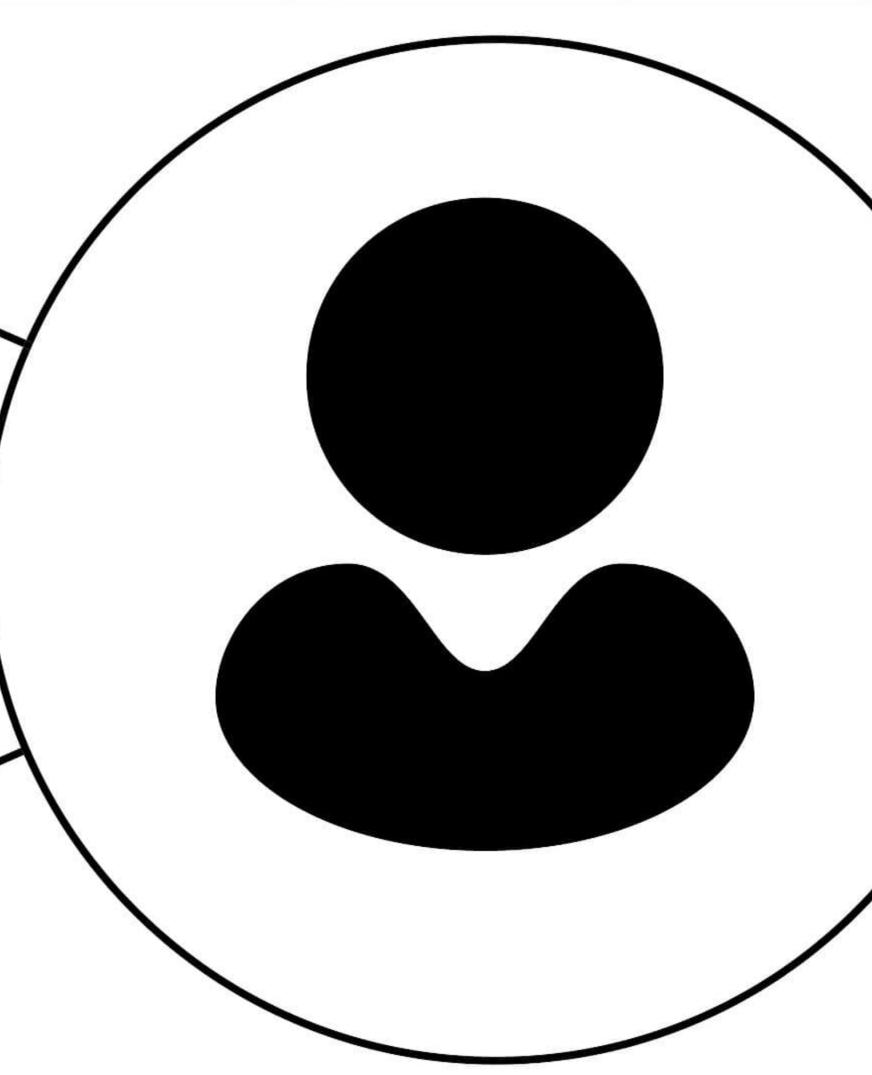
Data analytics helps you to make sense of the past and to predict future trends and behaviors; rather than basing your decisions and strategies on guesswork, you're making informed choices based on what the data is telling you.

Data analytics is the science of analyzing raw data to make conclusions about that information.

Many of the techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.



Data analytics provide you with more insights into your customers, allowing you to tailor customer service to their needs, provide more personalization and build stronger relationships with them.

The global big data analytics
market size was valued at USD
240.56 billion in 2021. The market is
projected to grow from USD 271.83
billion in 2022 to USD 655.53 billion
by 2029, exhibiting a CAGR of 13.4%
during the forecast period.

Complexity & Bias

Low quality of data

Lack of commitment and patience

Personalization of products and services

Data analytics helps an organization make better decisions

Improving quality of products and services