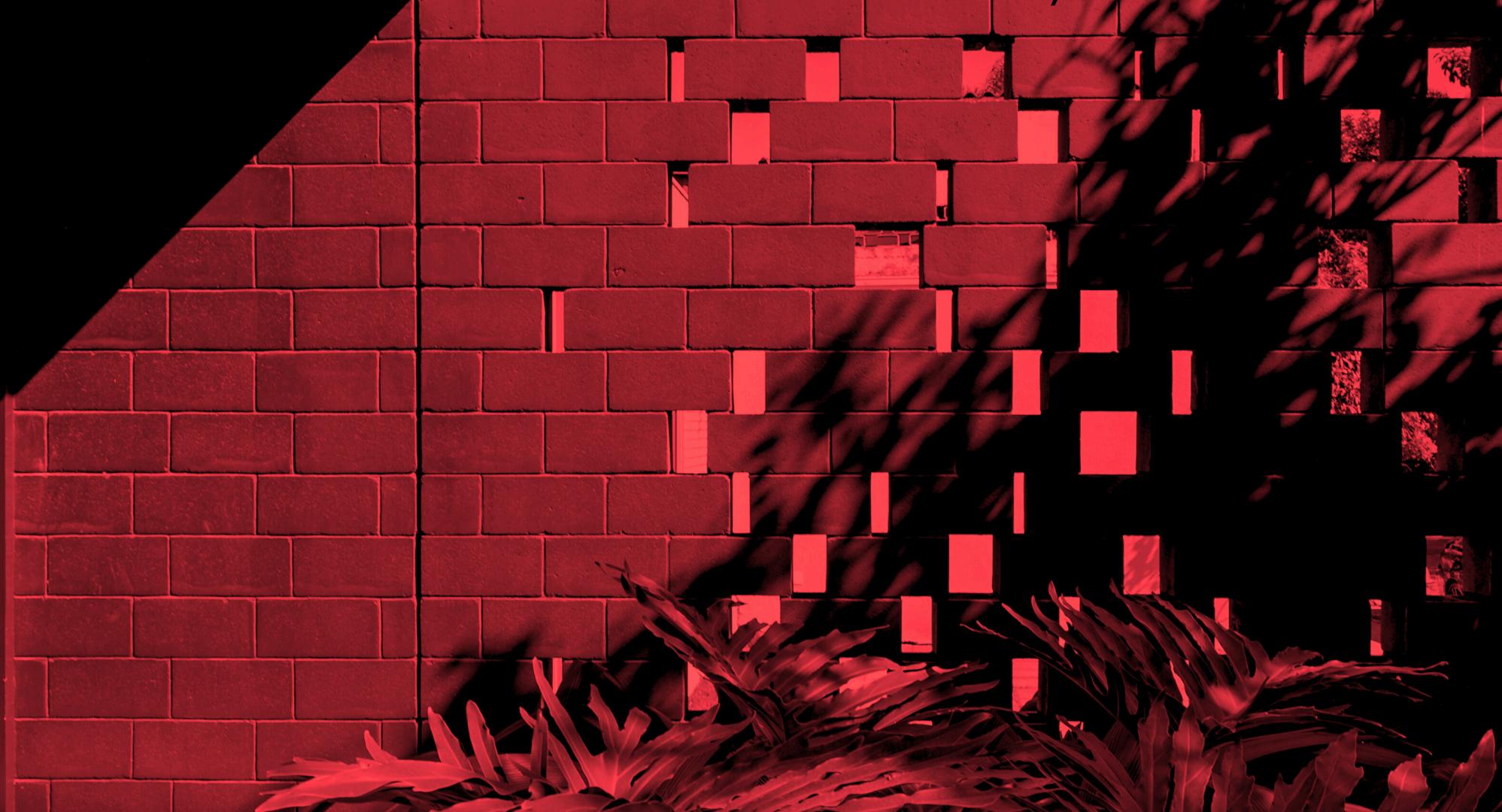


APPLICATION OF DATA SCIENCES

Course
Data science

A case study of how data is applicable in different industry



PRESENTER:
Oluwatosin
Ngoboh

CLASS CODE:
COHORT 7

Content



Introduction 3

Main content

i Uses 4

ii Health 5

iii Finance 6

iv Marketing 7

Conclusion

PROJECT OVERVIEW

Case studies and examples of how data science is applied in different industries like healthcare, finance, and marketing.

- Create a presentation that is between 5 and 10 slides long.
- Your slide content should include an introduction, main content, and a conclusion.
- Incorporate visuals such as charts, graphs, images, or other graphics to support your points.
- Ensure that any sources or references used are cited appropriately.

Source:Gomycode

ALL ABOUT DATA SCIENCE APPLICATION

DEFINITION

This is the use of wide range application which includes predictive analytics, machine learning, data visualization and decision making in various industries like healthcare, finance and marketing

Data applications definition on case study

Healthcare

Healthcare applications refer to software programs and digital tools designed to improve the efficiency and effectiveness of healthcare delivery, medical treatment, patient care, and overall health management

Finance

Financial data refers to quantitative information that is used by organizations to make financial decisions. It is essentially data concerning a company's financial health and performance

Marketing

Marketing data is any information that is machine-readable and beneficial to marketing teams. It is collected from public and private sources and helps with identifying ideal customers, crafting compelling content, and building more effective campaigns.

ALL ABOUT DATA SCIENCE APPLICATION

UNDERSTANDING APPLICATION

Data applications are applications built on top of databases that solve a niche data problem and, by means of a visual interface, allow for multiple queries at the same time to explore and interact with that data.

Use of Data applications focus on case study

Healthcare

- Cost reduction
- Personalized medicine
- Electronic health records
- Enhanced patient care
- Health data analytics
- Quality feedback and improvement
- Clinical predictions
- Drug development
- Early detection of disease

Finance

- Enhanced risk assessment and management. ...
- Personalised customer services. ...
- Fraud detection and prevention. ...
- Operational efficiency. ...
- Market trend analysis and forecasting.

COLLECT DATA

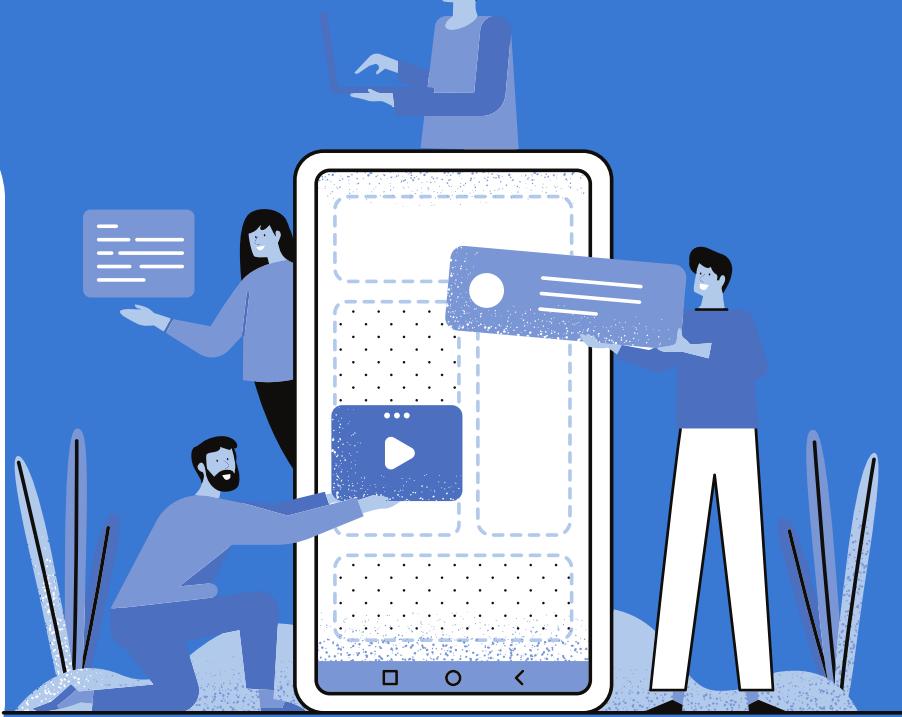
- Discover how to collect data using surveys, experiments, or observations.
- Example: You can conduct a survey to find out how many hours your classmates spend studying each day.



HEALTHCARE DATA ANALYTICS

Transforming Healthcare Through Data
Improving Patient Outcomes Today
Data drives better healthcare decision-making processes.
Streamlining Health Information Systems
Efficient data management enhances operational effectiveness.

VISUALISE DATA



Healthcare Data Solutions

Innovating Patient Care Today

01 Customer Service

Receive and send service requests from users/customers via various channels (e.g., email, mobile app system, phone).



02 Investigation/Fraud detection

The assigned support team or individual investigates the reported issue or fulfills the requested service.



03 Communication

Keep the requester informed about the progress of their ticket, including any findings, troubleshooting steps, or estimated time for resolution.



05



FINANCE DATA APPLICATION



Continuous Improvement

Analyze trends and patterns in service requests and resolutions to identify recurring issues or areas for process improvement.

Operational efficiency 06

Document the steps taken, changes made, and any additional information relevant to the ticket.



Testing and Verification 07

Validate the resolution or service delivery to ensure it meets the requester's requirements and resolves the reported issue.



Ticket Closure 08

Update the ticket status to reflect the resolution or service completion.



Market trend analysis and 09 forecasting

Document the troubleshooting steps, solutions, and any new knowledge gained during the process.

MARKETING DATA APPLICATION

The marketing data application revolutionizes the way businesses analyze customer behavior, enabling targeted campaigns and improved engagement. With real-time analytics and user-friendly dashboards, companies can effectively optimize their marketing strategies for better results.

SOURCE CANVACOM



Data Application

A summary of major milestones achieved

Launch

Began healthcare data integration process.

Growth

Expanded into finance sector applications.

Expansion

Introduced marketing data analysis tools.

Innovation

Achieved significant user engagement improvements.