

DATA ANALYSIS

The background is a dark blue gradient. It is decorated with various geometric elements: thin white vertical lines of varying lengths, small squares in teal, orange, and pink, and larger squares in teal and orange. Some squares are solid, while others are outlines. The overall aesthetic is modern and tech-oriented.

What is DATA ANALYSIS?

01

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- Data analysis is defined as a process of cleaning, transforming, and modelling data to discover useful information for business decision-making.
- The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis.

Types of Data Analysis

02

Types of Data Analysis



01

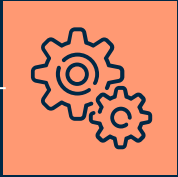
Statistical Analysis

Statistical Analysis shows “What happen?” by using past data in the form of dashboards. Statistical Analysis includes collection, Analysis, interpretation, presentation, and modelling of data. It analyses a set of data or a sample of data. There are two categories of this type of Analysis – Descriptive Analysis and Inferential Analysis.

- Descriptive Analysis: analyses complete data or a sample of summarized numerical data. It shows mean and deviation for continuous data whereas percentage and frequency for categorical data.

- Inferential Analysis: analyses sample from complete data. In this type of Analysis, you can find different conclusions from the same data by selecting different samples.

□ Types of Data Analysis



02

Dignostic Analysis

Diagnostic Analysis shows “Why did it happen?” by finding the cause from the insight found in Statistical Analysis. This Analysis is useful to identify behaviour patterns of data. If a new problem arrives in your business process, then you can look into this Analysis to find similar patterns of that problem. And it may have chances to use similar prescriptions for the new problems.

Types of Data Analysis

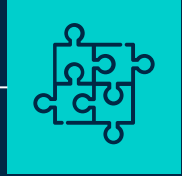


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Predictive Analysis

Predictive Analysis shows “what is likely to happen” by using previous data. this Analysis makes predictions about future outcomes based on current or past data. Forecasting is just an estimate. Its accuracy is based on how much detailed information you have and how much you dig in it.

Types of Data Analysis



04

Prescriptive Analysis

Prescriptive Analysis combines the insight from all previous Analysis to determine which action to take in a current problem or decision.

Data Analysis process

03

Data Analysis process

The purpose or aim of doing the Analysis of data.



01 Data
Requirement
Gathering

02 Data
Collection

collect the data based
on requirements

The data should be
cleaned and error free.



03 Data
Cleaning

Data Analysis process

Use data analysis tools and software which will help you to understand, interpret, and derive conclusions based on the requirements.

04 Data Analysis

05 Data Interpretation

Use simply in words or maybe a table or chart to interpret the results

data shown graphically so that it will be easier for the human brain to understand and process it.

06 Data Visualization

The background is a dark blue field decorated with an abstract pattern of small squares and thin vertical lines. The squares are in various colors including teal, orange, pink, and light blue, and are scattered across the frame. Some thin white vertical lines extend from the top and bottom edges towards the center.

THANKS

—Norah Fahad