Here at Google, all of our products are built on data and data-driven decision making.

From concept to development to launch, we're using data to figure out the best way forward.

You might not realize it, but people analyze data all the time.

For instance, I'm a morning person.

A long time ago, I realized that I'm happier and

more productive if I get to bed early and wake up early.

I came to this conclusion after noticing a pattern in my day-to-day experiences.

When I got seven hours of sleep and woke up at 6:30, I was the most successful.

So I thought about the relationship between this pattern and my daily life,

and I predicted that early to bed early to rise would be the right choice for me.

The process of turning data into insights, and it's how analysts help businesses put all their data to good use.

**This is actually a good way to think about analysis: turning data into insights.**

As a reminder, the more detailed definition you learned earlier is that

**data analysis is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making.**

So after analysts have created insights from data, what happens?

 Those insights are shared with others, decisions are made, and businesses take action.

And here's where it can get really exciting.

Data analytics can help organizations completely rethink something they do or

point them in a totally new direction.

For example, maybe data leads them to a new product or unique service, or

maybe it helps them find a new way to deliver an incredible customer experience.