Data Analytics

Application in Real Life Scenario Case Study

Data Analytics

On the off chance that data can be estimated, then almost certainly, there's as of now a monster document of gathered information that is collected every day. It is possible that the data is simply there trusting that an individual will investigate it and decide on recent fads. That is what information investigation is about - to figure out all information sizes utilizing a powerful arrangement of devices. Data analytics can uncover complete data, examples, and connections of the subjects being considered. Essentially, it's making determinations about data subsequent to inspecting crude information.

Data Analytics Applications

Some of the different data analytics applications that are currently being used across the globe are:

- Security
- Transportation
- Expenditure management
- Healthcare
- Travelling
- Internet searching
- **Digital advertisement**

Case study of Digital Marketing

- Digital marketing is the new method of marketing commodities using-digital technology, mostly through internet.
- The development of digital marketing has altered the method companies use technology for promotion.
- It involves sum total of marketing work that usage of an electric component and internet, -Businesses leverages various digital-ways-like-search engine, -social medias, -e-mail, website in addition offline marketing such as SMS and MMS to attach with present and potential customers.

Process in Data Analysis
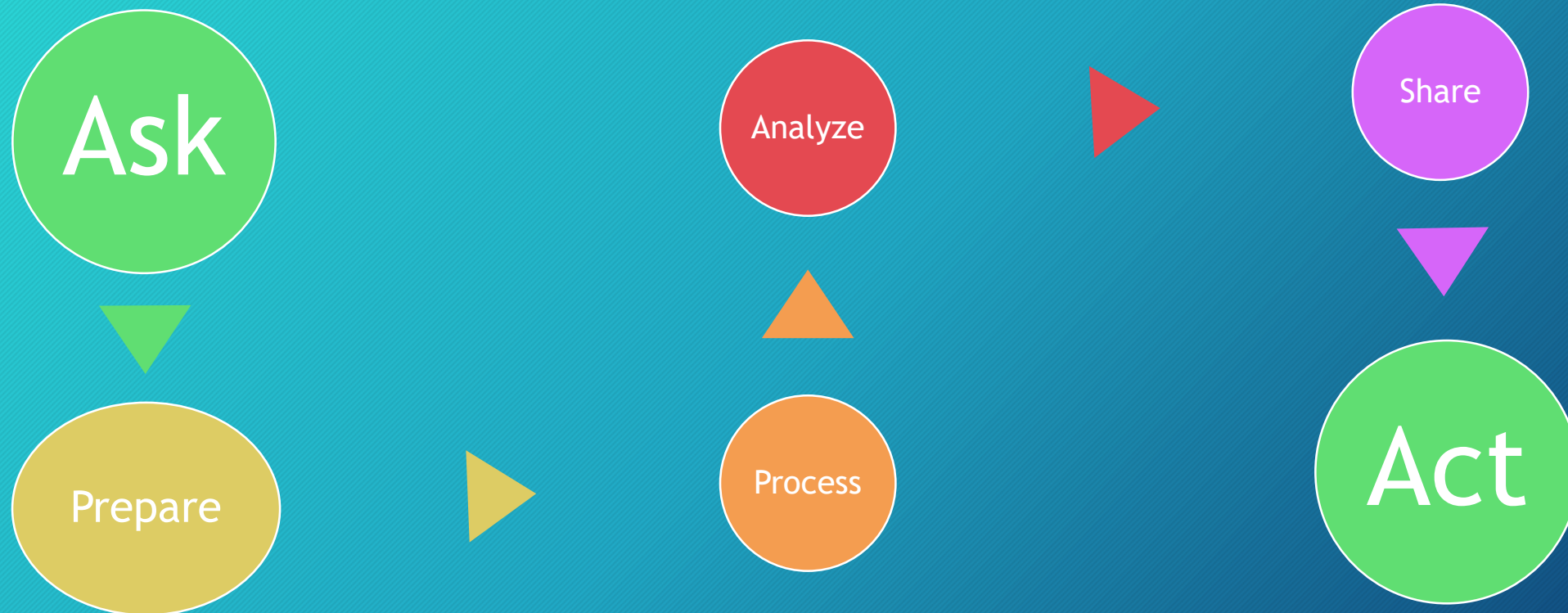
Process

ASK
- It ensure that the product/ service would qualify as successful result or not.
- Its main point is to pose fully effective questions to individuals who are keen on the result of the individual analysis for betterment of product/ services.

Prepare
- It recognize and plan what sort of information they need to accomplish the successful result.
- In this step, we also figure out from where we will find and how to process that useful information.

Process
- The information gathered through reviews or differently(i.e. home meetings, surveys, reviews, polls, ETC) is made error-free to ensure it is finished, right, pertinent, and liberated from exceptions.
- In this step, Information are divided on the basis of different categories of task that has to performed.

Process

Analyze
- Analysis of data is done to ensure that data received is necessary or not.
- Analysis of data to track down examples, connections, and patterns. discover the critical sign of the progress of the product/service and report precisely the exact thing that is viewed in the investigation.

Share
- In this step, we figure out the ways to communicate the uniqueness, changes and features of that product or service with team members of the company.

Act
- Work with the team and decide what to show, how to show and how to show about the product/service in order to achieve maximum reach of the people depending on people's requirement.

NEED ANALYSIS OF DIGITAL MARKETING

- Global Presence- In digital marketing is not only makes any business to local region but also on global level. Company website allows the customers to find new markets and trade

- Cost efficient- Likened to old-style marketing DM is cost effective, it will reach to a greater number of people with very less amount.

- Trackable and measurable result- In digital marketing we can track and measure the result of our advertisement or website, such as how many people have seen, what are the activities they do in the website, their behavior in website.

- Data and results can be recorded- Google analytics we can be used to check the reach of campaigns done and store them for future decisions

- Personalization- linking customer data base to website is most important, whenever customer visit the site, we can greet them with targeted propositions and remarket the product

THANK YOU