My analogy of Analysis vs. Analytics

Situation:

A few years ago, I used a twitter API on Python to see which topics had the most tweets associated with them. I pulled live data and categorized trending hashtags with their relevant topic. It stood out consistently that posts related to sports and politics were the most common. This trend was accentuated during big political and sports events like US elections and Super Bowls or NBA Finals.

How analysis was used:

Analysis was used by taking counts of the number of tweets associated with a specific subject. I used Python and the Twitter API to pull live data, and then I categorized trending hashtags by topic. Then, I aggregated and compared tweet volumes across categories, and was able to identify patterns, notably the consistent high engagement with sports and political content. This helped highlight how public interest spikes around major events in real time.

How analytics could be used:

Analytics could be used to go beyond just counting the number of tweets associated with trending topics. We can apply data visualization tools to uncover deeper insights. For example, we can visualize what times of day certain trends are most popular. We can apply sentiment analysis to determine whether tweets around a certain topic are mostly positive, negative, or neutral. We can also use predictive analytics to forecast what topics might trend next based on past patterns. By using these tools and insights, we can identify what people are talking about, how they feel about it, and what they're likely to talk about next. Finally, we can use geospatial

analysis to map where tweets are coming from, which would offer insight into regional interest and engagement. With these methods we can predict and monetize these insights by spotting trends early, targeting the right audience, and timing content for maximum engagement and profit.

An analogy for contrast between analysis and analytics:

To best fit the context of my previous work, analysis would be like looking at the scoreboard after the match, and analytics would be like evaluating the players and their team chemistry to strategize their best pathway to winning the finals.