

Aspect	DATA ANALYSIS	DATA ANALYTICS
DEFINITION	The process of examining data to draw conclusions, and identify patterns, trends, and relationships.	A broader term encompasses various techniques and methods used to analyze data, including data mining, predictive analytics, descriptive analytics, and prescriptive analytics.
Focus	Primarily focuses on examining datasets to derive insights and conclusions.	Focuses on using advanced tools and algorithms to extract insights, make predictions, and drive decision-making.
Techniques	Involves techniques such as statistical analysis, data visualization, and exploratory data analysis.	Includes a wider range of techniques, such as machine learning, predictive modeling, clustering, and sentiment analysis.
Scope	Typically focuses on a specific dataset or problem domain.	Can encompass a broader scope, including multiple datasets, various analytical techniques, and business objectives.
Application	Used in various fields such as business intelligence, research, finance, and healthcare.	Applied in domains like marketing, finance, healthcare, e-commerce, and manufacturing, among others.
Outcome	Aims to provide insights and support decision-making based on the analysis of historical data.	Aims to provide actionable insights, predictions, and recommendations to drive strategic and operational decisions.