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| 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. |