Mo Tu We Th Fr Sa Su

Memo No.

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① Analytics Type

a) Descriptive
- what happened
- summary of historical data
- dashboard showing revenue

b) Diagnostic
- why happen
- data to find cause
- analysis on revenue drop

a) prescriptive
- what should we do
- sugesst best action

② Data interpretation
- histogram } trends
- box plots

Ba exam tips

c) predictive
- what could happen
- Statistics
- forecast

③ Data ware house
& Star schema:
fact table - quantitative
- dimension tables
- contain context

OLAP operation
- roll up - summarize data
- drill down - break down summary
- slice/dice - filter data to slice

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⑥ Key metricts
RMSE / MAE
- accuracy of model
- ↓ = better

Cost of error
- over forecasting expensive
- no solo MAE
- ensure not high prediction

formula

- Support (percentage of total transcaction that contain specific itenset
- popularity

$$\frac{count(A \cap B)}{total\ trans}$$

BA exam

tips

⑨ Association rules
- confidence
- percentage of item B bought given A bought

$$\frac{count(A \cap B)}{count(A)}$$

- Supply chain strategy
- Just in time vs ready stock
JIT: reduce waste (goods when needed)
- safety stock extra as buffer but higher storage cost

- cost vs service
- no max efficiency and max service together
- safety stock for cirifical items
JIT for less critical items.

lift
- ration of observed support to items independent

$$\frac{confidence}{support(B)}$$

if lift > 1, strong link

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① optimisation

① feasible region
- shaded region on graph that satisfies all constraints
- outside shading (cant achieve)

Constraint impact
- binding constraints
- non binding constraints
- optimal point.

⑧ Data conflict & governance.
Owner vs stewards

① Data owner
· senior/primary stakeholder for data quality/security

② Data steward
- day-to-day management of data
stewards → speed/access
owners → compliance

③ Roles
operational (get things done)
policy (follow rules)

Strategies
- automatic validation
- use software to check data quality
- role based access.

Of tips