To: Blackwell Electronics’ CTO Danielle Sherman

From: Alma P. Martinez, Data Analyst/Scientist

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Subject: Lesson Learned Report

Body:

**The Importance of Data Analysis**

With the previous lessons learned, we can say that data analytics is a useful tool for any type of company or field. The reason why data analytics can benefit company decisions is that it allows you to do an in-deep analysis of your data and it can be about employee salary data or customer purchase behaviors, we can analyze anything.

By using data analytics, for example for Blackwell Electronics, we were able to analyze purchasing behaviors for different regions. The first question we had to answer was, “Do customers in different regions spend more per transaction? Which regions spend the most/least?” We were able to answer this question and as result, the West region was the one that spent the most and we were able to say yes, that customers in different regions spend more per transaction.

Also, we had to analyze and understand correlation for one of our questions for task #2, Is there any correlation between the age of a customer and if the transaction was made online or in the store? On the example, we obtained that there was a correlation score of -.17 for the correlation between the age of customers and type of transaction.

The 2 examples mentioned above just show us some ways that Data Analysis is useful for companies and that it can help to make educated decisions that can change positively the way a company operates.