Some Ground Rules

- → Stay Relevant, 3^ Lakh
- → Push Question to the doubt tab.
- → Polls regarding Pace.
- → Ratings & Feedback !?!

← Business Intelligence (BI)

$=$ (Business Analytics)

$\downarrow$

focusses business implications

& (KPIs) $=$

$=$ (Key Performance Indicators)

$\downarrow$ Product demand, Sales, Revenue, decides or helps in business performance

Data Analytics

focusses on historical data sets, to uncover the trends which will further help in decision making

helps you in taking
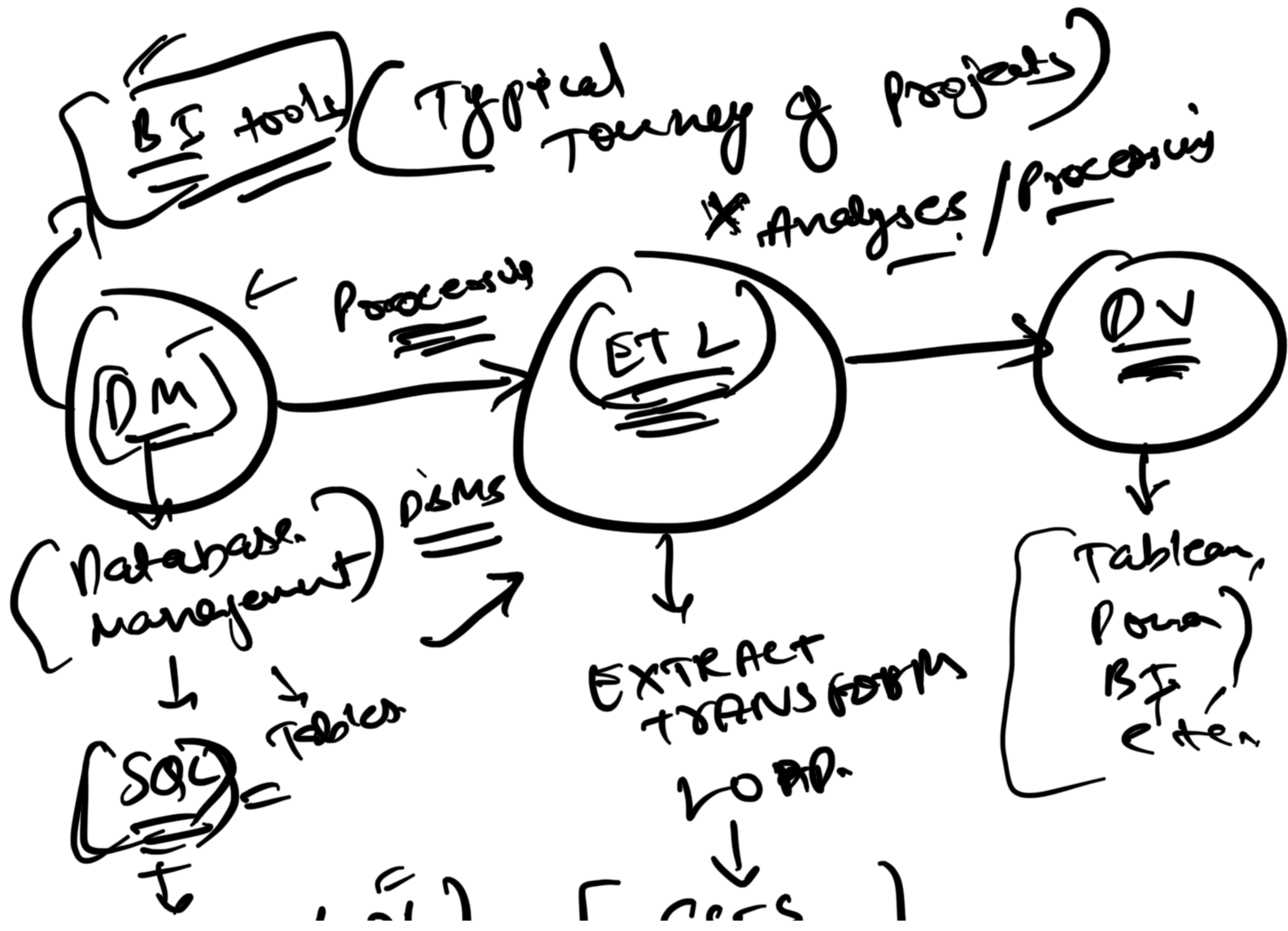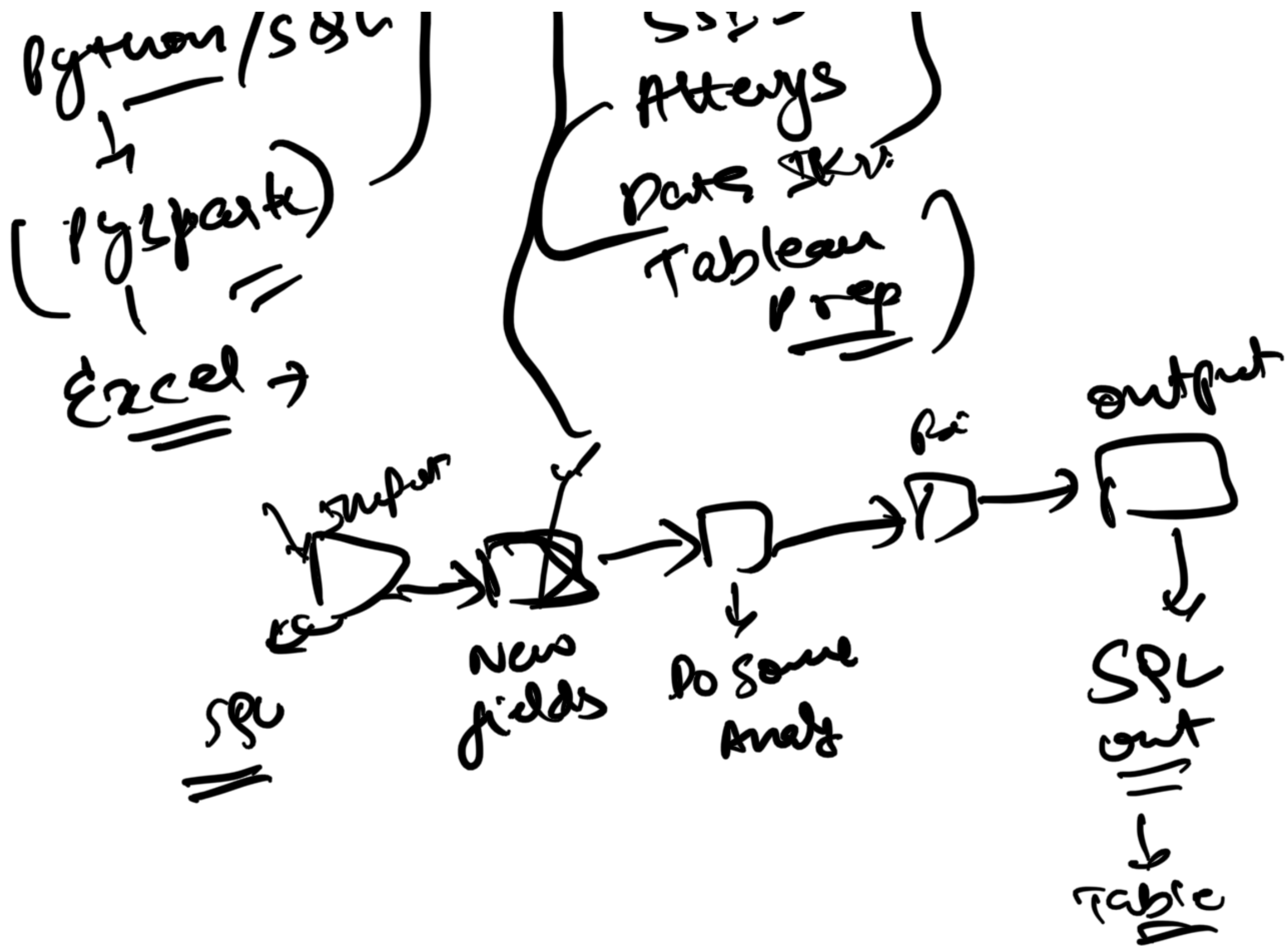(Strategic
decision)

BI

⤷ Identifying Problems

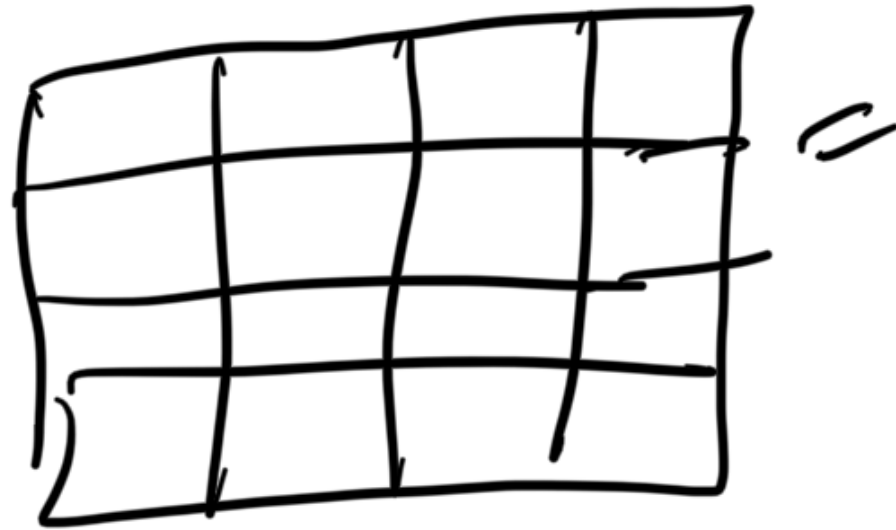⤷ Decision Making

⤷ Data Management

[⤷ Low code
Tool] ⤷ SQL, Oracle

BI tools (Typical Journey of Projects)

X Analyses / Processing

Processing

DM → ETL → DV

(Database Management) DBMS

SQL → Tables

EXTRACT
TRANSFORM
LOAD

(Tableau, Power) BI etc.

Python/SQL
↓
(Pyspark)

Excel →

SSI?
Atteys

Pars SKV:
Tableau
Prep)

Import
SQL

New
fields

Do some
Analy

Pi

output

SQL
out
↓
Table

Is it readable now?

Okay

Graphics/ Graphs

↙

D V tools

Evaluasave = MR, BR, DA

⊔→SAS

SPSS

⌐R

15 LPA }   14 LPA

~20L

11-

Big 3
Big 4
Citi, RBS, Scale

(8-12L)

Tableau
Excel?

BCG

Beg3 → 11-12
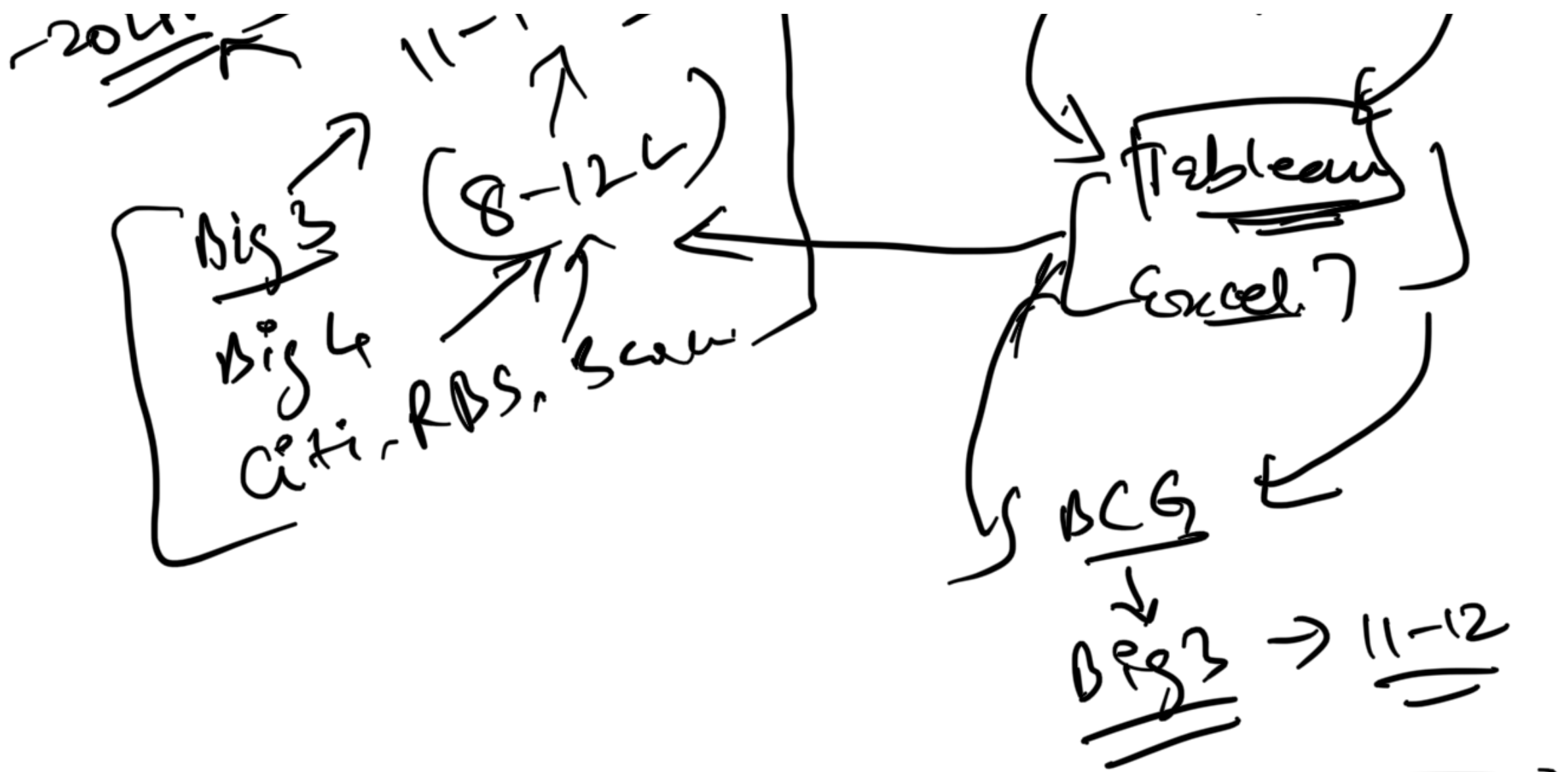
Tableau
↳ PV → showcase
your Analysis
→ in a flexible
way

[Tableau + Excel.]

- → Project Mangement →
- → consultant (Business Analyst
- → Data Analyst
- → BI Analyst / Leader
  - → DS (5 + (DV)
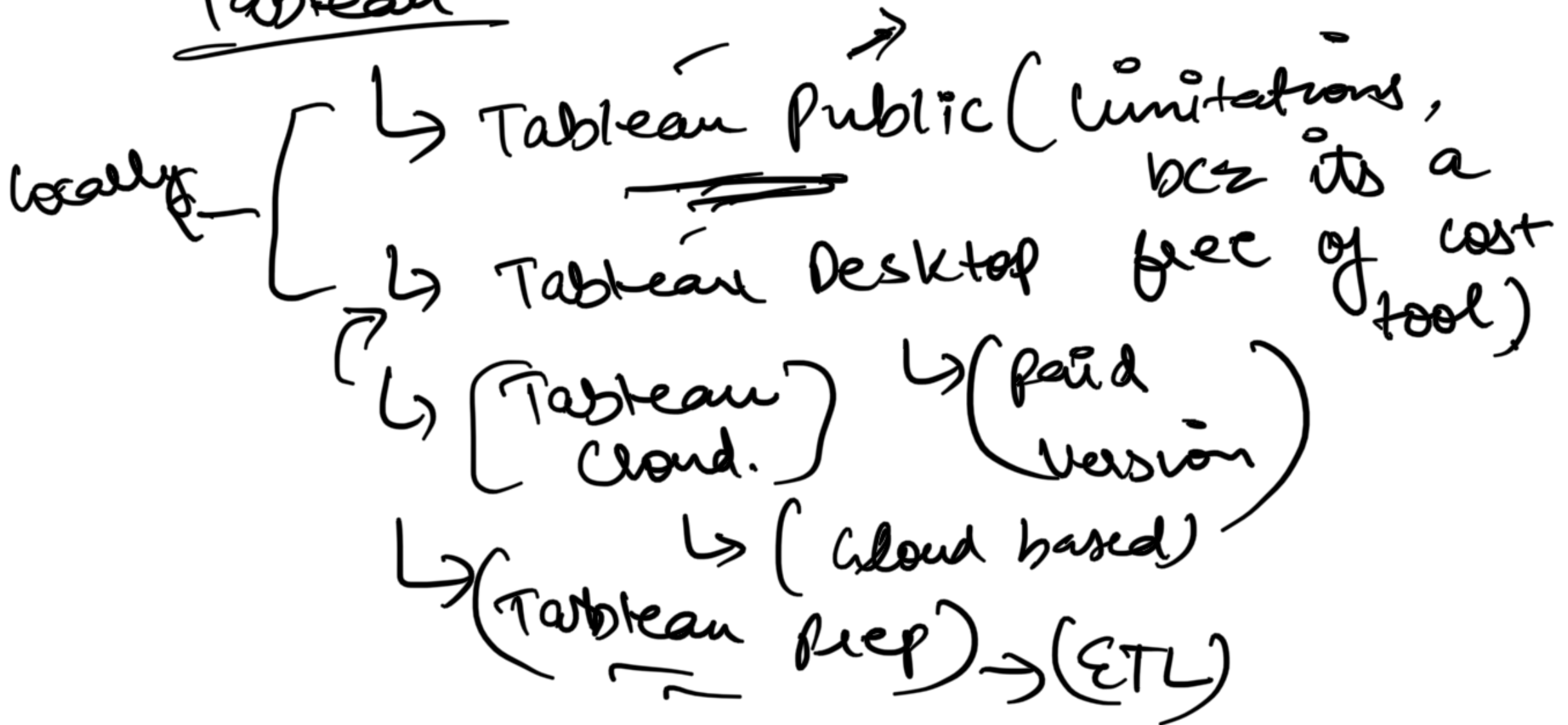   - → (6 + Tableau) =
      - PowerBI

(Tableau)
($ 1000 / year)

{ 00 / uro)
→

Tableau Community
→ free Access
→ Tableau Gallery

Tableau

locally ⎡ → Tableau Public (limitations,
            bcz its a
          → Tableau Desktop free of cost
            → (paid tool)
          → [Tableau] version)
            Cloud.]
                → (cloud based)
          → (Tableau prep) → (ETL)

↳ Tableau Server

↳ paid Version

↳ Tableau public

Super Store

↳ A market giant supermart in US.

↳ Data availability 2019-2022

↳ 21 fields & 9994 Rows

Order Details → id, ship---

* Customer Details → Cust ID, segment ---.

* Product Details → Rev. cat s-- ~~---

* KPIs ⟶ Key Performance Indicators
   ↳ Sales ⟵ ↗ ↳ metrics
   ↳ Profit
   ↳ Discount
   ↳ Quantity

Storyline

* Sales Monitoring ⹀ ~ ~ =
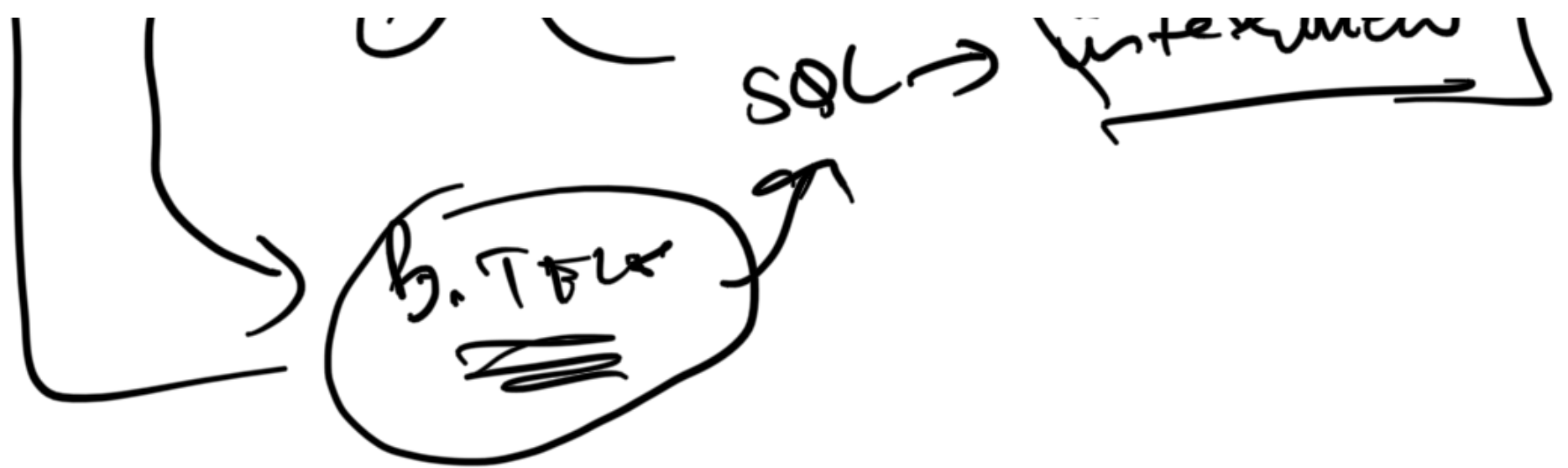
* ~~~ ~~ management =

Product Manage...

- Customer Segmentation/ behaviour
- Sales forecasting.
- Demand Mangement
- Discount Impact Analysis] =
- Profit margin Analysis

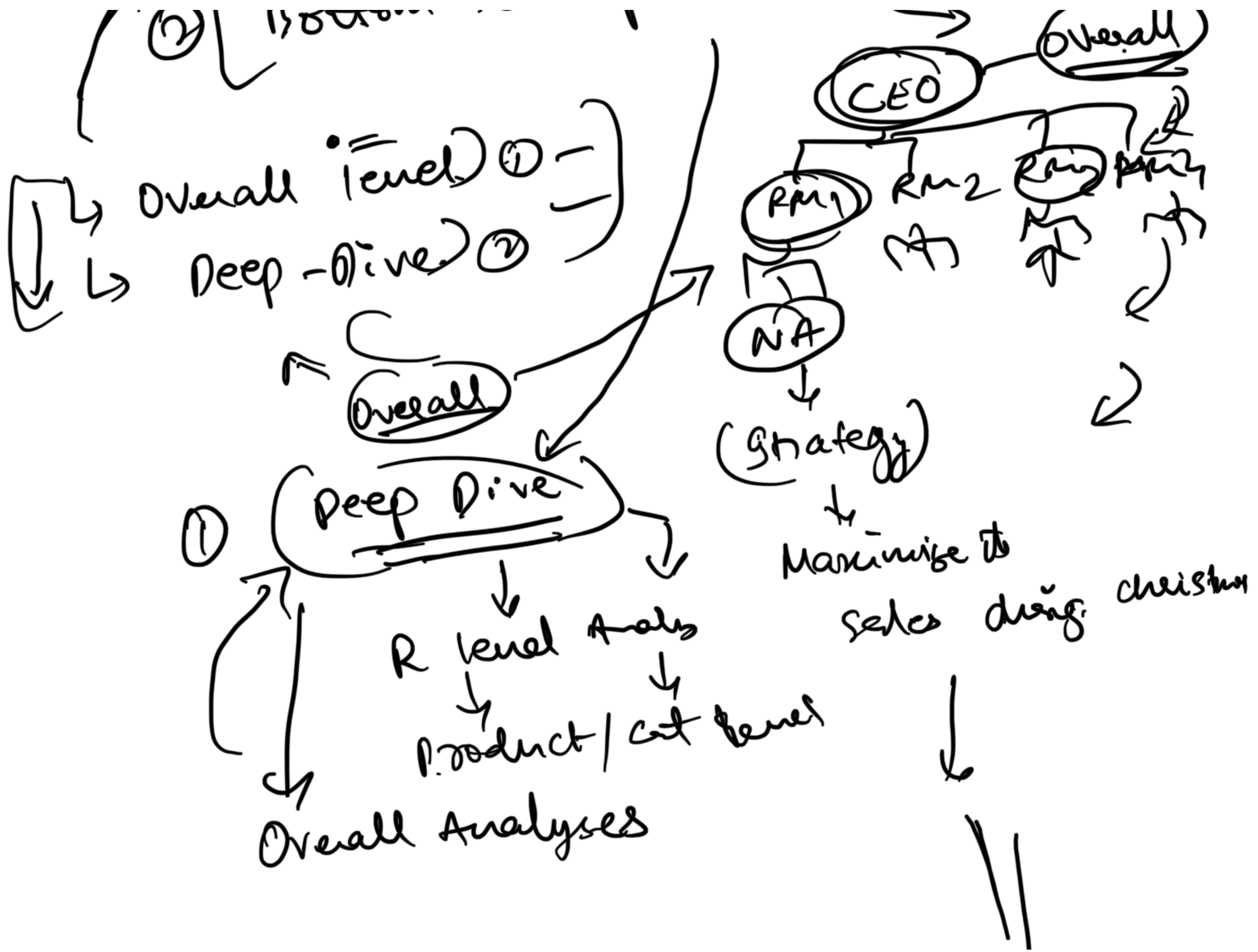
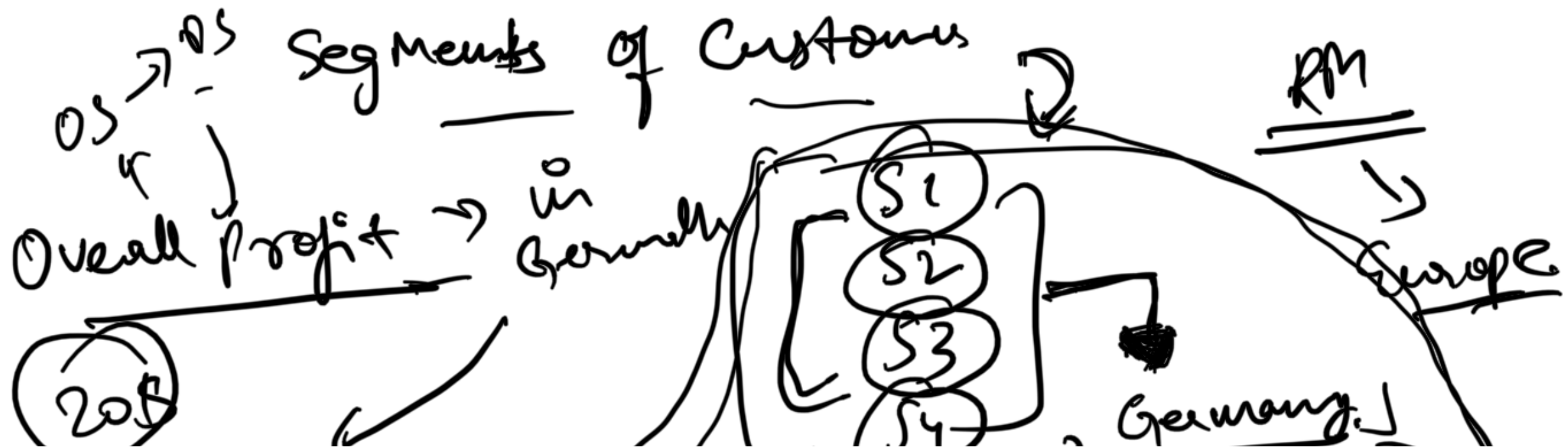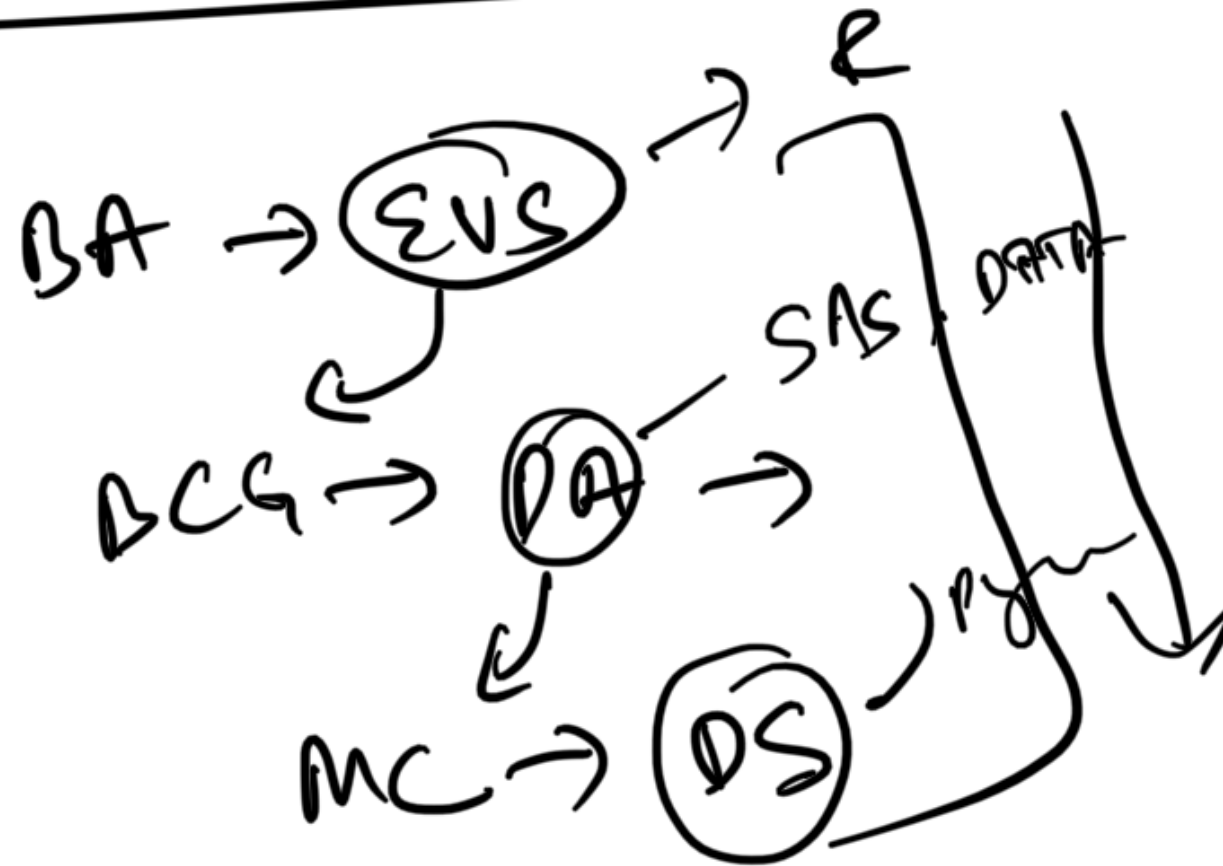8. Performance of my business based on Sales ?
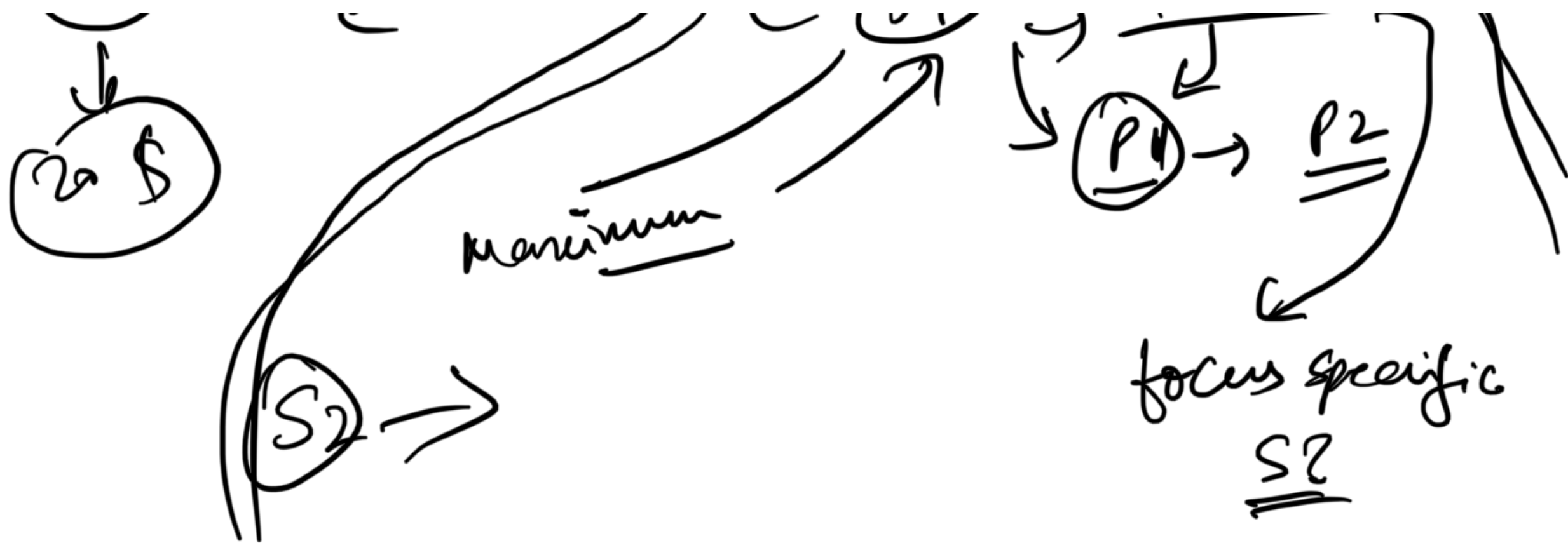
Sales Monitoring

① [Top to bottom Approach
   [bottom to Top Approach.] =

Overall level) ①
Deep-Dive) ②

Overall

Deep Dive

① Overall Analyses

R level Analys
Product / Cat level

CEO — Overall

RM1   RM2   RM₃

NA
(Strategy)
↳
Maximise its
Sales during christm

BA → EVS → R

BCG → DA → SAS DATA

SAS

MC → DS → PyM

OS → DS

Segments of Customers

Overall Profit → in Germany

20$

S1
S2
S3
S4

RM → Europe

Germany

$2a \, \$$

maximum

$S_2 \longrightarrow$

$P_1 \longrightarrow P_2$

focus specific
S_2

Deep Dive Analysis

Bottom To Top

Germany

M.S $\longrightarrow$ Data Science

SQL → Interview

B. Tech

11LPA lelni
2-3 years [Srbsy] ① Get a referral ✓
1Srbsy ⓪ Campus Placement ⊗
16-20LPA ② Mention Internship Projects ↩
3-5 (resume)
19-25LPA ↓
DS
highlight
③ Relevant Skill Set →
↳ Description —
④ Regularly update ↓
your profiler (keywords)

[Naukri.)

add a tool

[your Kole :)

(keywords)