Analytics

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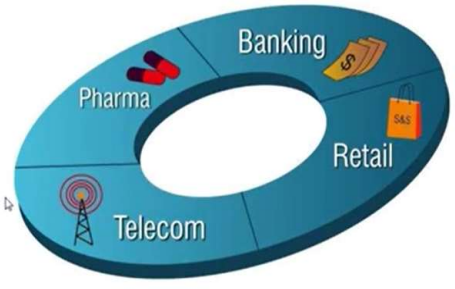
What is Analytics?

- Definition
  "Study of business data using statistical techniques and programming for creating decision support and insights for achieving business goals"
- Various Types
- Who uses it? How?
  - Across Domain
    - Dashboards
    - Models
  - Across A Company
- Who creates it? How?
  - Skills Needed
  - Business Perception



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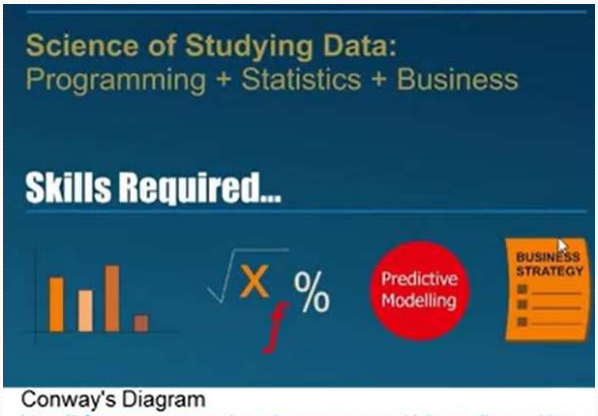
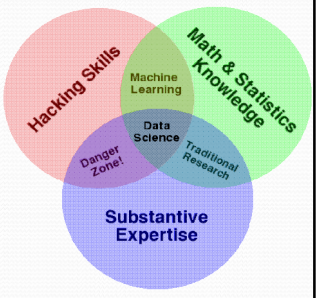
What is Data Science?



Conway's Diagram
https://s3.amazonaws.com/aws.drewconway.com/viz/venn_diagram/data_s



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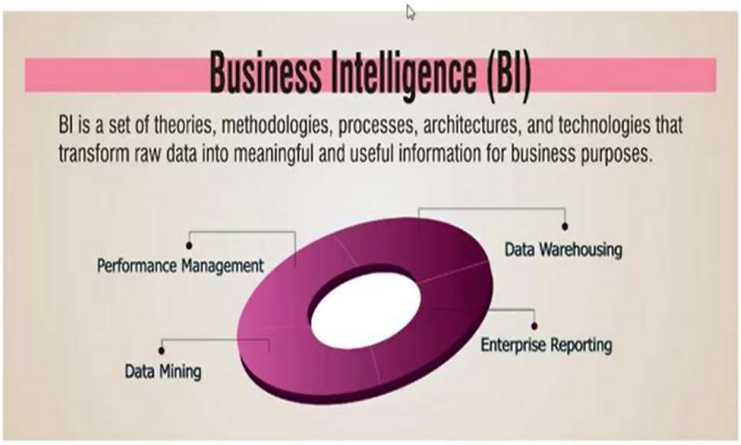
Business Intelligence



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Why is analytics becoming more important now?

- Much more **operational** data is being created and captured because of the use of technology (structured)
  - Enterprise software
    - ERP
    - CRM
    - SCM
- Much more **unstructured** data is being captured and stored (social media data)
  - Facebook
  - Twitter
- Much more **unstructured** data being captured
  - Web transactions
  - Smart objects

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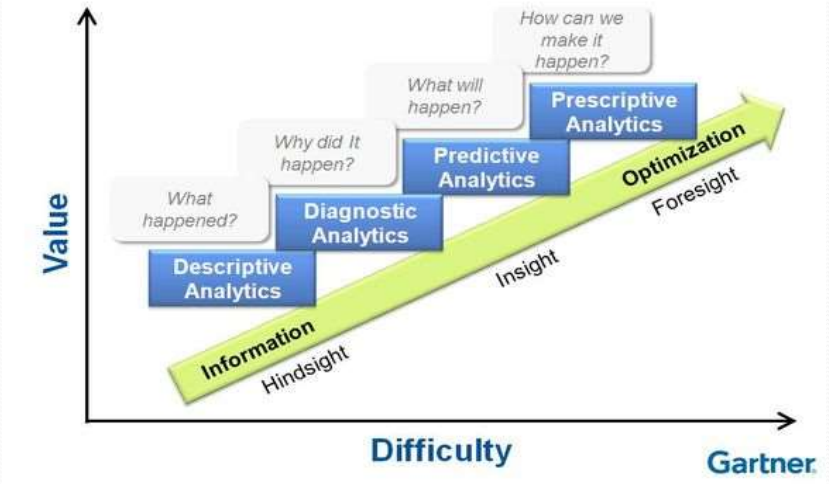
Analytics Are No Longer a Nice to Have



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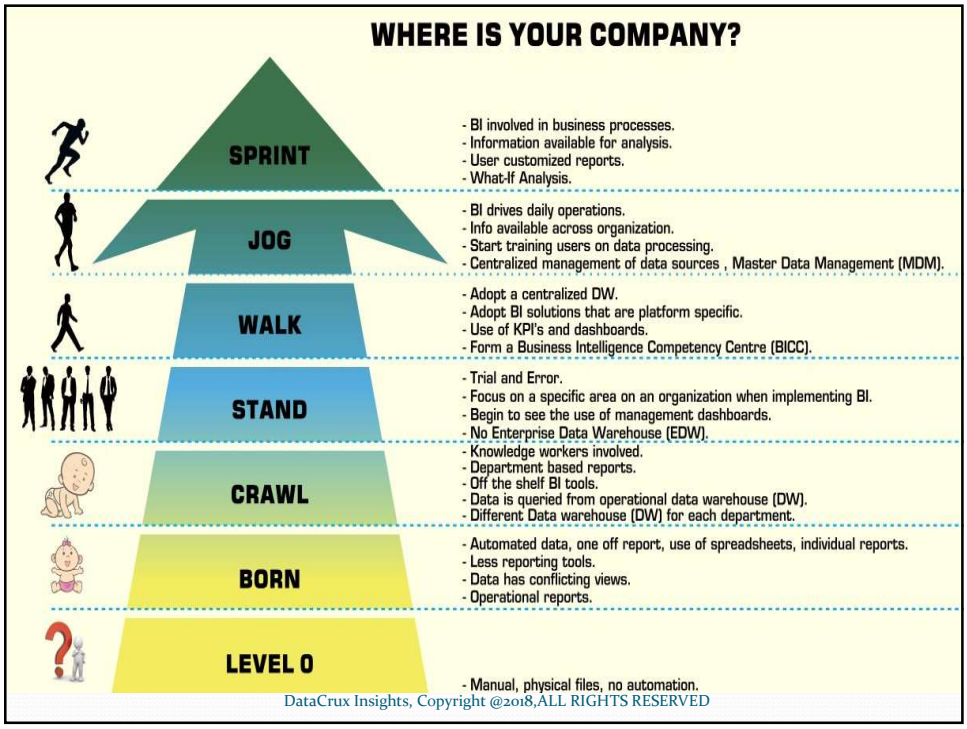

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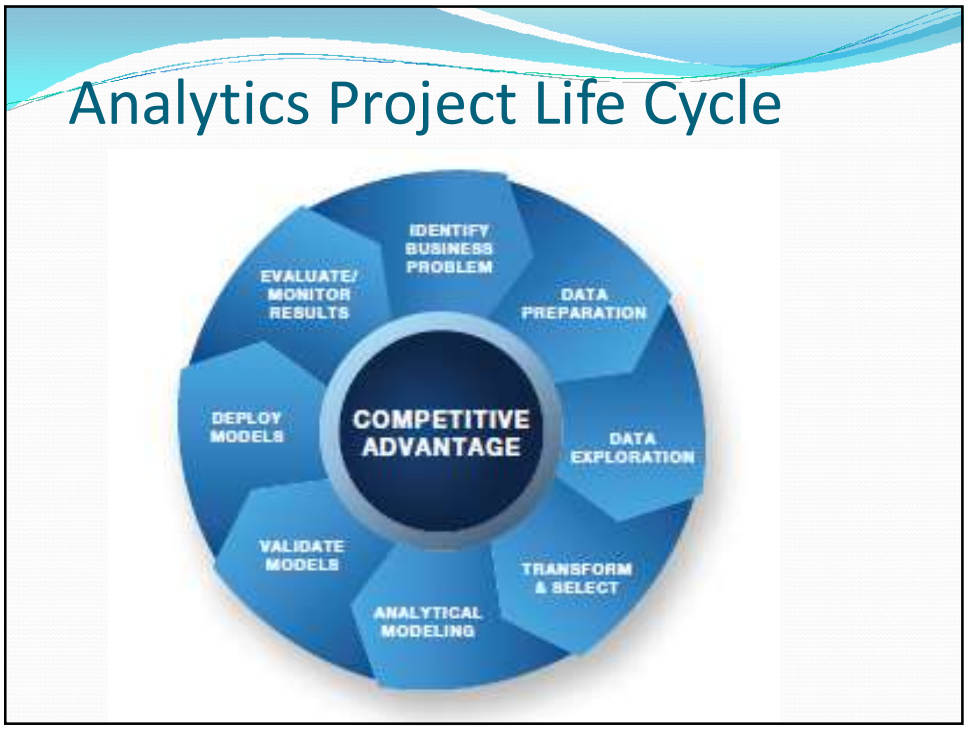

DCOVA framework stands for

- **Define** objective ,the data that you want to study in order to solve a problem or meet an objective.
- **Collect** the data from appropriate sources
- **Organize** the data collected
- **Visualize** the data collected by developing charts
- **Analyze** the data collected to reach conclusions and present those results.

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What do analyst do?

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