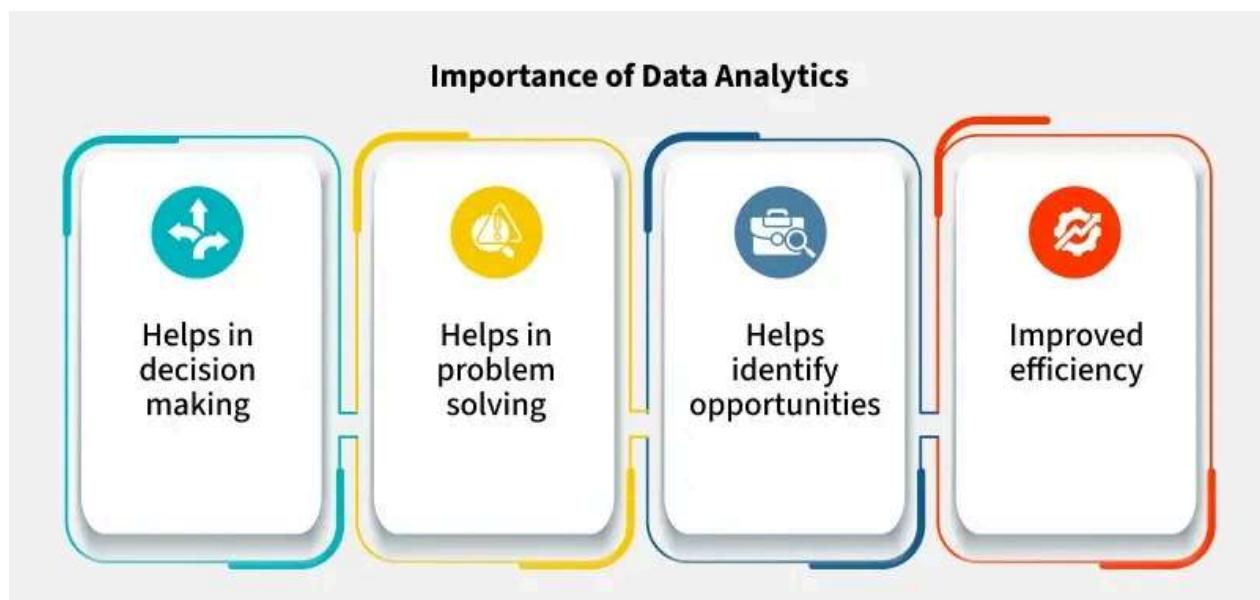## What is Data Analytics?

Data Analytics is the process of collecting, organizing and studying data to find useful information understand what's happening and make better decisions. In simple words it helps people and businesses learn from data like what worked in the past, what is happening now and what might happen in the future.

People often mix up data analytics and data analysis but they're not exactly the same. Data analysis is just one part of data analytics it focuses on finding meaning in data. On the other hand data analytics includes more than just analysis. It also involves things like coming up with ideas and predictions from data and building the tools and systems needed to handle large amounts of data.

Importance and Usage of Data Analytics

Data analytics is used in many fields like banking, farming, shopping, government and more. It helps in many ways:

Importance of Data Analytics

Helps in decision making

Helps in problem solving

Helps identify opportunities

Improved efficiency

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results more accurate and trustworthy.

3. **Data Analysis and Data Interpretation:** After cleaning the data is studied using tools like Excel, Python, R or SQL. Analysts look for patterns, trends or useful information that can help solve problems or answer questions. The goal here is to understand what the data is telling us.

4. **Data Visualization:** Data visualization is the process of creating visual

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2. **Diagnostic Data Analytics:** Diagnostic data analytics looks at why something happened in the past. It uses tools like correlation, regression or comparison to find the cause of a problem. This helps companies understand the reason behind a drop in sales or a sudden change in performance.

3. **Predictive Data Analytics:** Predictive data analytics is used to guess what might happen in the future. It looks at current and past data to find patterns and make

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- Some of the common programming languages which are used are R and Python.
- For databases Structured Query Language (SQL) is a programming language used.
- Machine Learning is used in data analysis.

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