

What is Analytics?



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- **Discovery and communication of meaningful patterns or interesting insights using**
 - Mathematical properties of data
 - Data computing for accessing and manipulating data
 - Domain knowledge to increase interpretability of data and results of analytics
 - Statistical modeling techniques for drawing inferences or making predictions on data

Some Broad Purposes of “Analytics”

- Uncover characteristics of data set based on its mathematical properties
- Answer specific questions from multiple data sets
- Develop a mathematical model for predicting the behavior of some variables
- Detect emergent phenomena and explain its contributing factors

Graph Analytics

- **Analytics where the underlying data is natively structured as or can be modeled as a set of graphs**