DATA ANALYTICS USING PYTHON

Analytics Activity

Activity Sheet

1. **Record your answers in a table, adding more rows as necessary.**

Here is an example and in the next page is the table for you to enter your responses:

Instance	Purpose	Type of analysis	Frequency of use	Value
After-sale satisfaction survey	Seek feedback on products and experience	Descriptive	Daily	High - business relies heavily on customer recommendations
Delivery driver scheduling	Identify when additional staff may be required based on historic buying patterns and the performance of regular promotions	Predictive	Weekly	Medium - scheduling more drivers at busy periods can create a better customer and employee experience.
Employee satisfaction survey	Check employee satisfaction and identify areas for improvement within the organisation	Diagnostic	Twice a year	High - company prides itself on being a good place to work

Instance	Purpose	Type of analysis	Frequency of use	Value

2. Evaluate the overall usage of each type of analytics.

	Not used	Occasional use	Moderate use	Frequent use	Always used
Descriptive					
Diagnostic					
Predictive					
Prescriptive					

3. Reflect on your overall assessment.