Intro to Analytics

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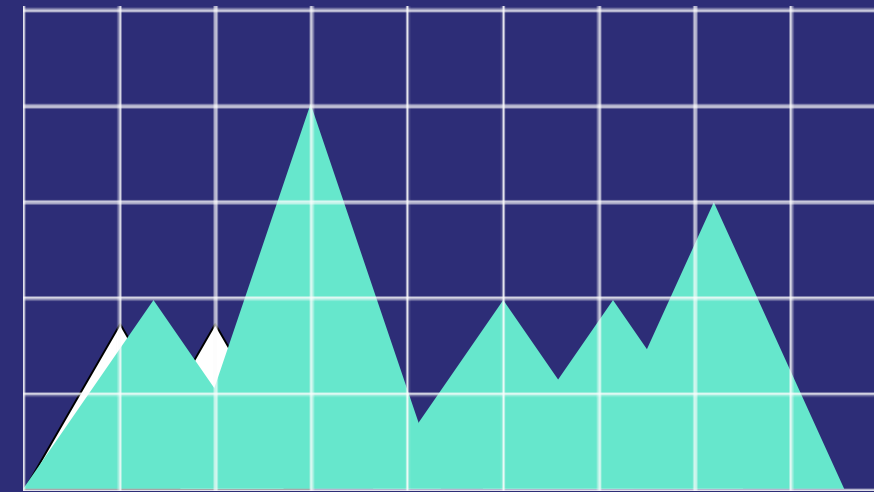gabosantos.github.io

Welcome
to today's class!

Today's Agenda

60%

40%

80%

Heartbreak Analytics

A Data Representation of a Heartbreak

"I feel like it's nice to have a log of your confirmation of what you felt. You can tell people you have heartbreak and you feel bad. People become less cynical once you show them the numbers or once you show the data or graphs. Everyone understands heartbreak, right? Everyone's felt it. When you have this, it's interesting — you have something to show." – Koby Soto, Guesty

Heartbreak Analytics
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What is Data Analytics?

The set of techniques and tools for the transformation of raw data into meaningful and useful information for better decision making.

PROBLEM	DATA	ANALYSIS	COMMUNICATION
What are we deciding on?	What are the facts?	What do our facts say?	What do we want to say?
"You can tell people you have heartbreak…"	"…log…"	"…show the data or graphs…"	"People become less cynical."

What is Data Analytics?

To make a better decision, we need to look at historical, current, and predictive view of the problem we are working on.

Sense & Respond

Predict & Act

Competitive Advantage

Optimization

Predictive Modeling

What is the best that could happen?

Generic Predictive Analytics

Agile Visualization

Self-Service BI

What will happen?

Ad Hoc Reports & OLAP

Standard Reports

Cleaned Data

Raw Data

Why did it happen?

What happened?

Analytics Maturity
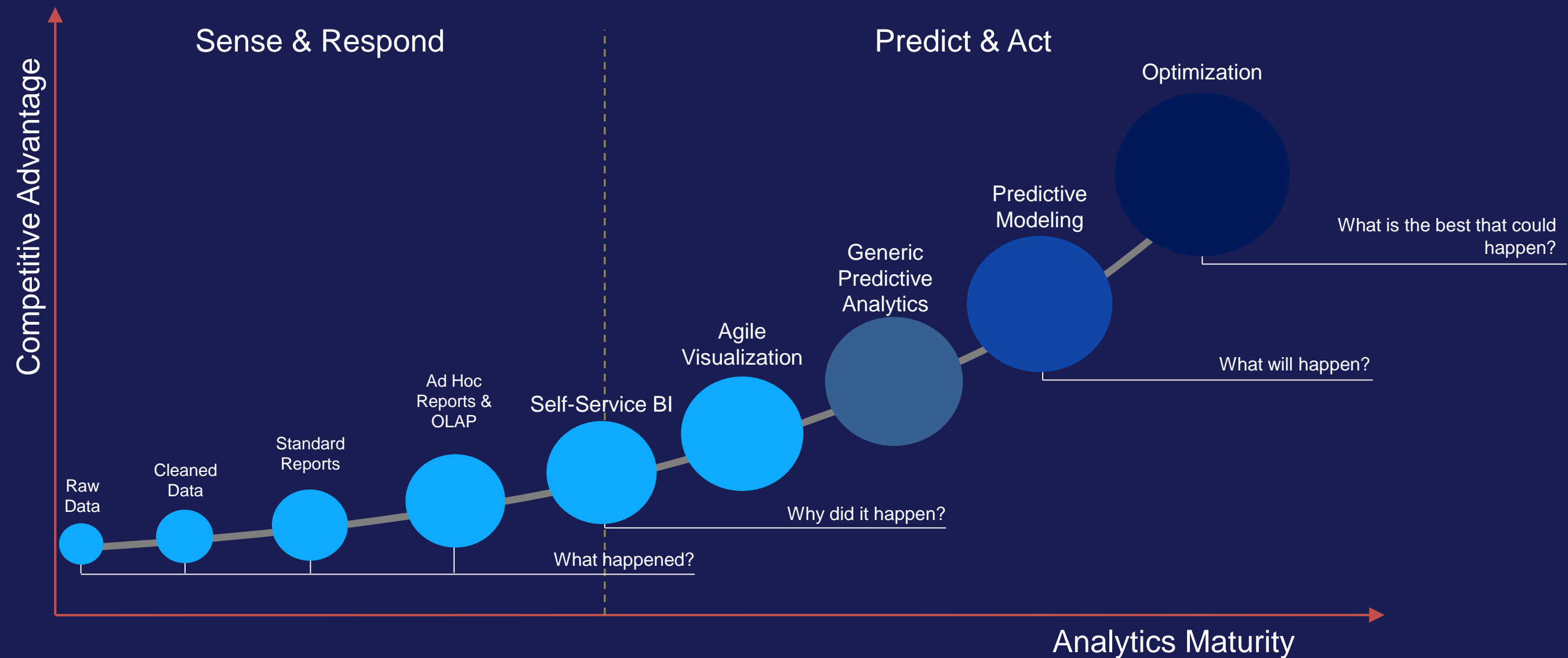
The key is unlocking data to move decision making from sense & respond to predict & act.
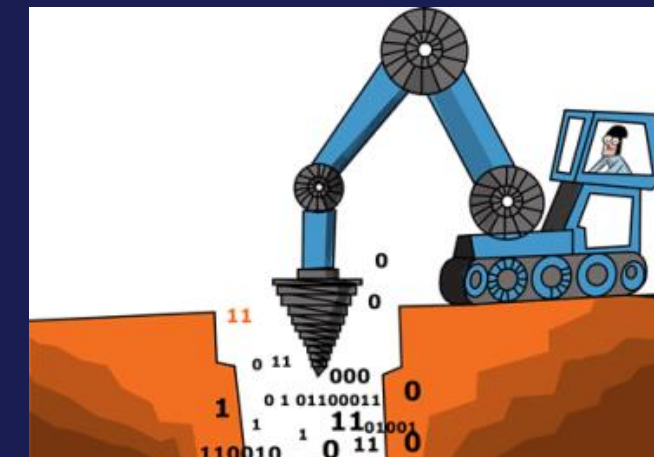
Analytics at a Glance

DATA-DRIVEN
DECISION MAKING

BIG DATA TECHNOLOGIES

DATA SCIENCE / DATA MINING

Data-driven Decision Making
The practice of basing decisions on the analysis of data, rather than purely on intuition
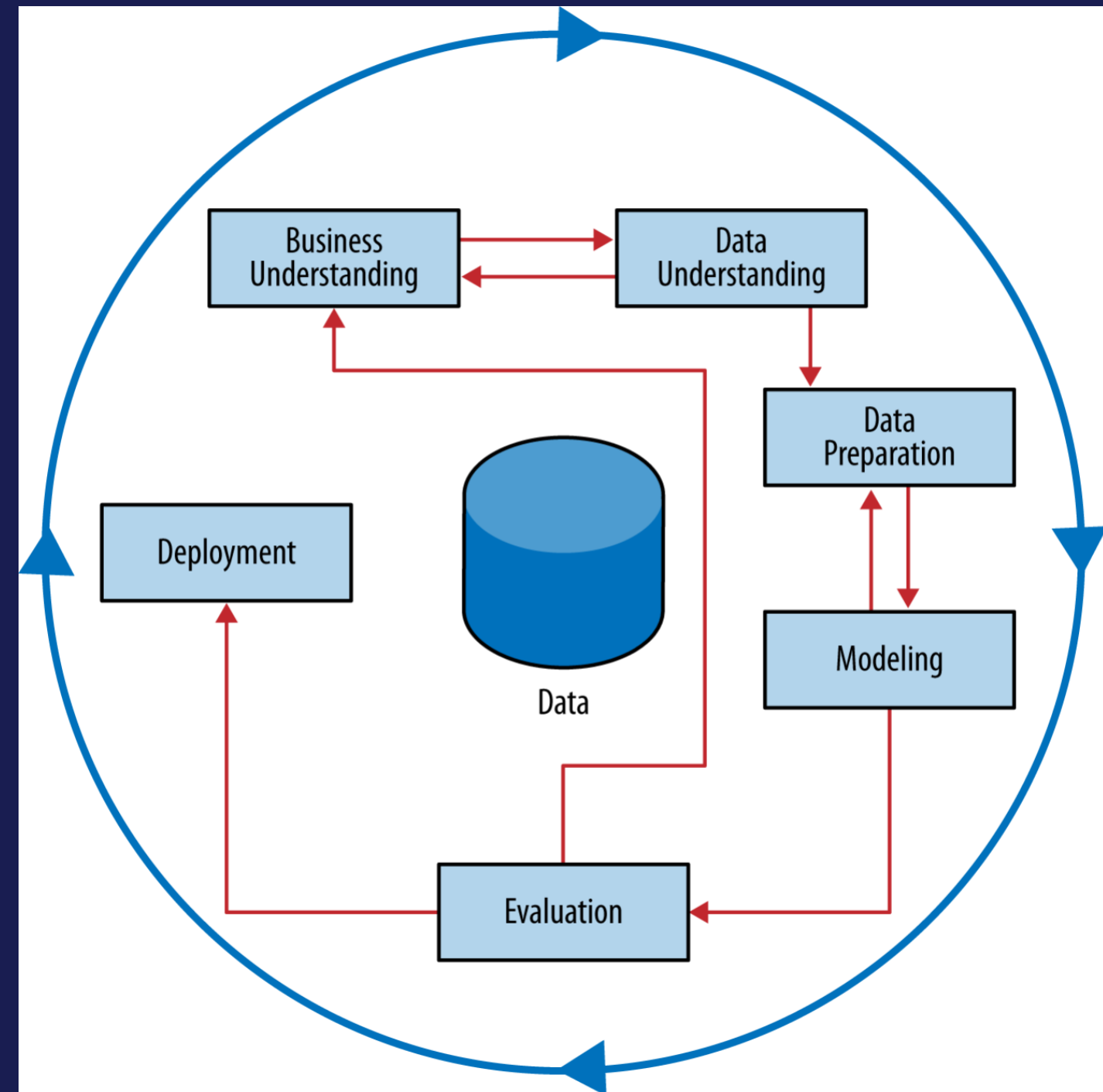
Dealing with Data Problems

Cross Industry Standard Process for Data Mining (CRISP-DM)

Extracting useful knowledge from data to solve problems can be treated systematically by following a process with reasonably-defined steps.

AFFINITY POSITIONING

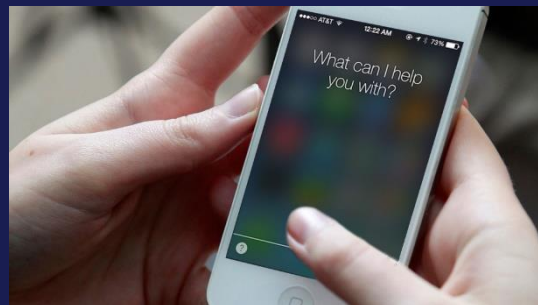**CROSS-SELLING**

CHURN

CREDIT SCORING

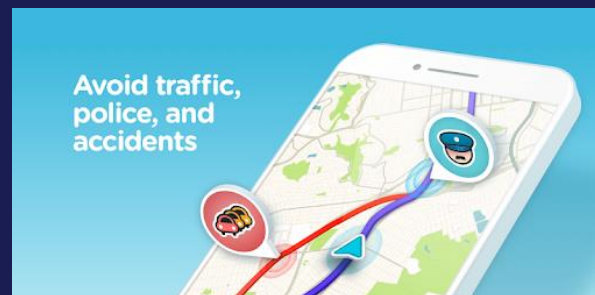**FRAUD DETECTION**

Analytics in Business

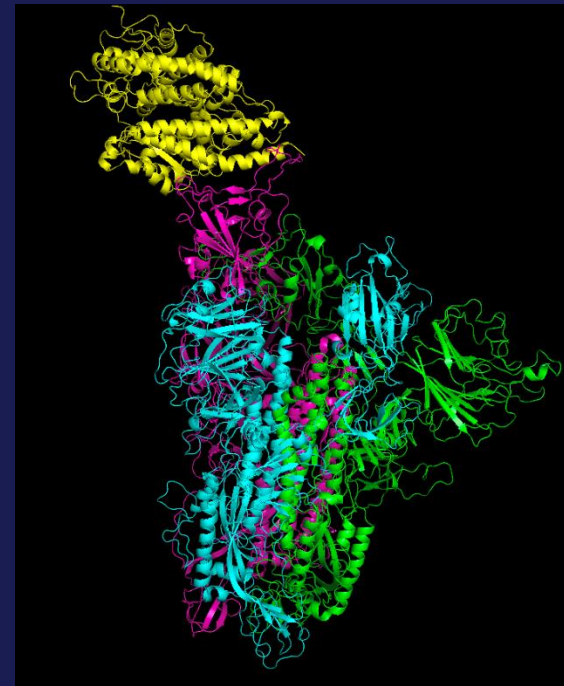Applications of Data Analytics in a Business/Corporate Setting
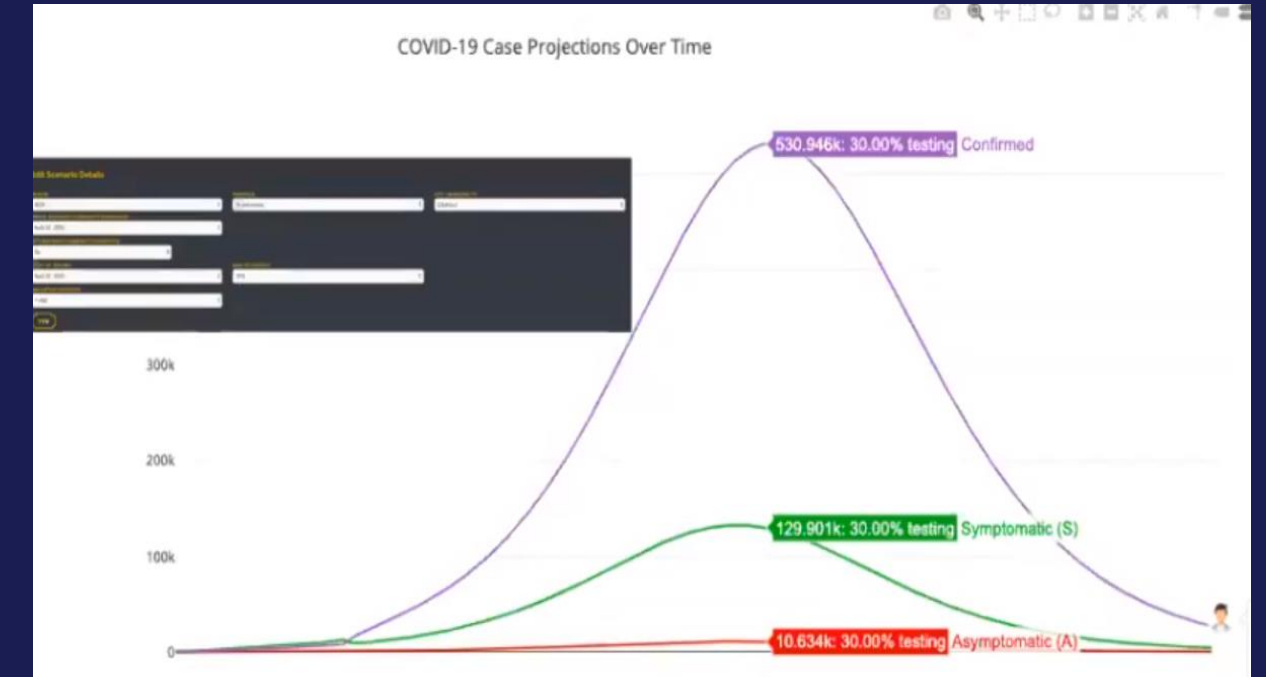
MUSIC SEARCH

VOICE-ACTIVATED CONTROLS

BIOINFORMATICS

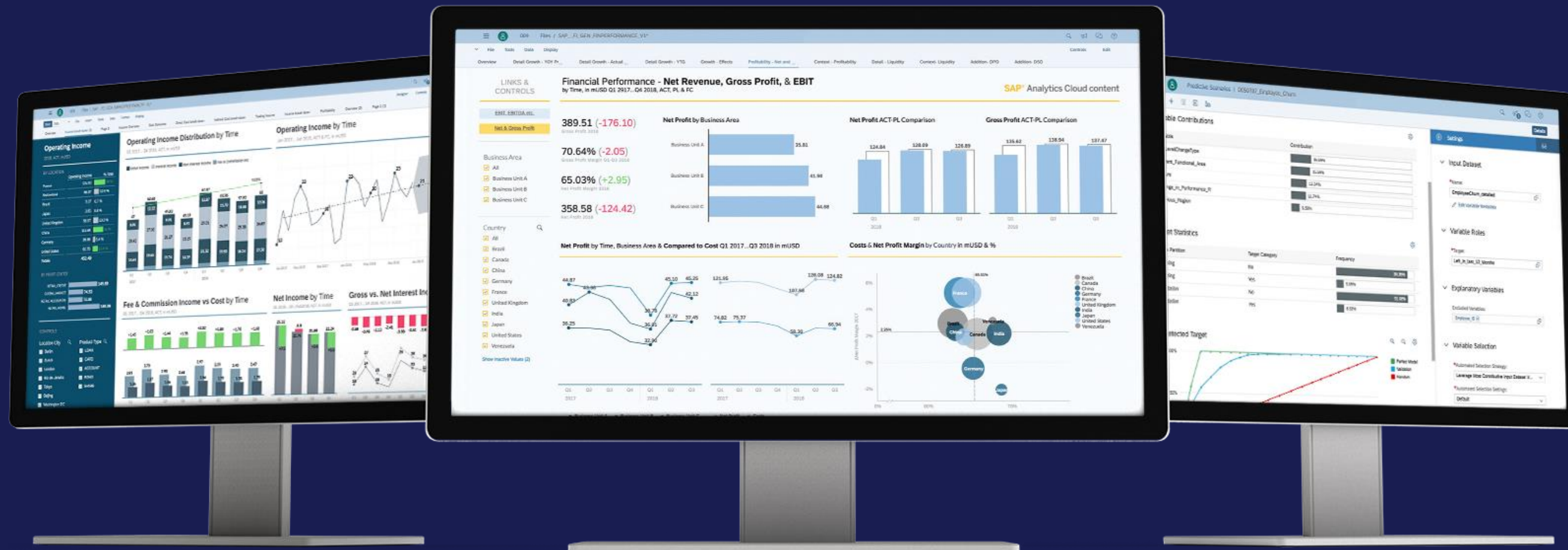EPIDEMIOLOGY

ROUTING RECOMMENDATION

CRIME PATTERN DETECTION

IMAGE RECOGNITION

Analytics in Non-Corporate

Anything with data that is *not for profit*

SAP Analytics Cloud

One simple cloud analytics tool to present smart insights across the time horizon

Complete

From data to intelligence – everything you need

Contextual

Insight to action in context of your business process

Confident

Make confident decisions faster with AI-driven insights delivered to you naturally

Is everything clear?

Feel free to make this an open discussion for questions or clarifications before proceeding.

Summary of today's class

Definition of Analytics

Extraction, analysis, and communication of insights for better decision making

RECAP →

Dealing with Data

CRISP-DM is a systematic way of extracting useful knowledge to solve problems

RECAP →

When to do Analytics

Anytime! Also, anything that has data!

RECAP →

Tool for Analytics

SAP Analytics Cloud is an end-to-end Analytics tool designed for business users to be able to extract intelligence as quick as possible!

RECAP →

And we're done
for the day!

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