Data Analytics is a process that involves several steps to transform raw data into meaningful insights.

The major steps of data analytics are as follows:

**Acquire and Prepare - unleash the power of information**

Discover and assess multiple data sources, acquiring data, cleaning and transforming it, and preparing it for analysis

**Analyze - Empower your business with dynamic insights**

Exploring and visualizing data, creating key performance indicators (KPIs), adding new features to uncover insights, and identifying patterns and trends that can help improve business operations.

**Modelize - Tackle critical business challenges**

Using the transformed data to create and validate machine learning and/or statistical models. These models can help solve complex business problems and help organizations make better decisions.

**Deploy - bring models to life**

Deploying models using seamless deployment, monitoring, and integration into the client's infrastructure for maximum impact. Ensuring that models are being used effectively and delivering the expected results.

**Maintain and Monitor - ensure models perennity**

Keeping models up to date to ensure they continue to provide accurate insights. Regularly maintaining and retraining models ensures that they remain effective and accurate.