

# Data Analytics

Data Analytics is a process of collecting, organizing, analyzing, and transforming any type of raw data into a piece of comprehensive information with the ultimate goal of increasing the performance of a business or organization.

Data is extracted and cleaned from different sources to analyze various patterns. Many data analytics techniques and processes are automated into mechanical processes and algorithms which handle raw data for human consumption.

# Scenario

With the advancement of technology and upgrade pace. Every people wants a new featured smartphone with the most advanced tech on it.

They get the upgrade of technologies and responses from the internet and social media platforms like which company is trending, which company has introduced new cool features, which company has bug-free UI experience, which is value for money, etc.

Let's see the application of data analytics in real life. Without getting known about it.

# Purchasing a SmartPhone

**Plan**- Planning to buy a new smartphone.

**Prepare** -Checking our budget to buy a smartphone of that range.

**Process** -Gathering all information about the smartphones.

**Analyze** -Comparing all the smartphone brands and new techs by them.

**Share** -Sharing details with other to get their feedback ,to get the best outcome.

**Act** -Finally, buy it by analyzing the best of it

# Data analytic steps

**Planning** :- In real life, we do plan before we go to buy something because without planning it can lead to failure.

Also, in data analytics the first approach is to plan and then process accordingly.

**Preparing :-** In this step, we prepare the budget for buying the smartphone which is in that range.

Like in data analytics, we prepare and finalize the steps to be taken in the data while understanding it.

**Analyze :-** After preparing we need to analyze the smartphone we're going to buy has the latest tech and features or not, from all the other smartphones in that range. Also, the company of smartphone we're going to buy is reliable or not.

In data analytics, we analyze the data to see the dependencies among all the data to get the best out of it.

**Share :-** We share all the gathered information about the smartphone with our friends to get more suggestions or feedback from it.

Also, in data analytics, we go through discussions to give insights from the data to get the best out of it.

**Act :-** We buy the best smartphone by going all through it.

In, data analytics we finalize the data lastly for the best outcome from it.

*Thank  
you!*