**Trends in the Data Science Industry**

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10/27/20

**MEMORANDUM**

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DATE: October 27, 2020

**Trends in the Data Analytics Industry**

Data analytics is an industry that has made a huge name for itself in the 21st century. Data analytics has not been around for a long time. However, this industry is considered one of sexiest jobs of the 21st century. The top three trends in the data analytics industry that this article will discuss are data digitalization, data cleansing, and data mining. These trends could bring great profit to businesses and other industries later in the future.

**Discussion of Three Data Analytics Trends**

To begin, “Digitalization and the use of data analytics offer such businesses new opportunities, such as marketing optimization, forecasting the demand for their products and services, and staying ahead in the competition for customer acquisition and retention” ( Mohamed & Weber, 2020, p.1).

Likewise, the second top trend is data cleansing. In the article “Trends of digitalization and adoption of big data & analytics among UK SMEs”, it discusses big data and healthcare professionals needing data analysts. A quote from their article reads:

“Clinicians decisions are becoming more and more evidence-based meaning in no other field the big data analytics so promising as in healthcare. Due to the sheer size and availability of healthcare data, big data analytics has revolutionized this industry and promises us world of no opportunities. It promises us the power of early detection, prediction, prevention and helps us to improve the quality of life. Researchers and clinicians are working to inhibit big data from having a positive impact on health in the future.” (Rehmam & Saeeda & Naz & Razzak, 2020, pg.1).

Furthermore, the last top trend is data mining. “Non-experts still encounter difficulties, both in applying data mining algorithms and interpreting results. Advances in making data mining algorithms more convenient in use and their results easier to understand will have a positive impact on the data mining community.” (Kriegel & Borgwardt, 2006, p. 88).

**Conclusion**

To presume, there are three top trends in the data analytics industry. Those top trends are data digitalization, data cleansing, and data mining. Each of these trends help the field of data analytics greatly because it provides other industries with the essential tools they need to succeed.

**References**

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