Data Analysis and You

This course is about using SQL, but specifically for data analysis. Write about how data analysis is or will be part of your life—for example, you might write about the industry you work in and the kinds of questions you would want to answer using data, or you might write about your hopes for new employment and how you expect data analysis to contribute to that job or career.

Read and comment on at least two of your peers' posts. Please also take the time to respond to questions you get on your own post!

Data analysis is one of the newly growing fields which is fundamentally use to analysis the data and get insight from the data. For the organization using data, needless to say, it will definitely improve the decision-making process for the business, enhance efficiency and ultimately the company’s overall business performance and profit optimization. Now a day different commercial companies, like banks, are using marketing campaign to target their customers. A supplies sales company, like Staples and Office Depot, may carry out telephone marketing campaign to their current customers. Thanks to the current technology for the fact that data are made available in larger size like what the Cloudera, AWS, Google Cloud Computing. Through these systems, the Office Depot may have a list of its customers and history of their transactions across different time horizon.

The role of the data analyst, therefore, would be to analyze impact of this marketing campaign; and he or she is going to answer the following question, but not limited to:

* What are the demographic characteristics of the customers who were targeted?
* Which of the customers have purchased the Office supplies and which one did not?
* If they do purchase, what is the probability of purchase?
* What is the cost of contacting each customer?
* How much did they purchase?
* What is the profit of this campaign?
* Who are the reliable customers?
* Is the telephone campaign profitable?