Data Analytic.

It is science of analyzing raw data to make decision about the information.

It help to business to optimize the performance ,perform more efficiently, maximize the profit or make more strategically guide decision.

It allow to understand the market or process current state and offer a solid base for forecasting future result.

It helps companies to understand the current situation & change the process to development of new product to meet market requirement.

Important of data analytics in marketing find to viable way to streamline operation.

It help to recognize the possible issue reducing waiting period and take a action on them.

Data Type.

Qualitative Data or Categorical Data

Data where information store not in numbers.

A Nominal Data - Information not in proper order

B Ordinal – Information in proper order

Quantitative Data.

Data where numerical values store.

A Discrete – Only take counted values not decimal means whole number eg No of student in class.

B Continuous – Number within a range value means specific range eg Temperature range.

**What is statistic .**

It is science to collecting , exploring & presenting large amount of data to discover underline pattern & trend.

Type

Descriptive Statistic- To describe the data & hypothesis not in research.

Hypothesis means not prediction to make decision for outcome or observation.

Not use for experimental research.

Eg. Mean ,Mode & Medium.

Inferential Statistic – To describe the data & hypothesis is in research.

Use for Experimental research.

Steps to find out data analytics problem solution.

1. Business understanding.
2. Data Understanding
3. Data preparation - Data Non-structure to structure format.
4. Modeling – To create visualization representation of database.
5. Evaluation- To checking data & source to ensure accuracy and completeness.
6. Deployment – To make decision with new data. (On premises or on cloud)