

Glossary

Data Analytics

Terms and Definitions



A

Analytical skills: Qualities and characteristics associated with solving problems using facts

Analytical thinking: Identifying and defining a problem and then solving it by using data in an organized, step-by-step manner

B

C

Context: The condition in which something exists or happens

D

Data: A collection of facts

Data analysis: The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

Data analyst: Someone who collects, transforms, and organizes data in order to help make informed decisions

Data analytics: The science of data

Data design: How you organize information

Data-driven decision making: Using facts to guide business strategy

Data ecosystems: The various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data

Data science: Creating new ways of modeling and understanding the unknown by using raw data

Data strategy: The management of the people, processes, and tools used in data analysis

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Gap analysis: A method for examining and evaluating how a process works currently in order to get where you want to be in the future

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Root cause: The reason why a problem occurs

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A technical mindset: The ability to break things down into smaller steps or pieces and work with them in an orderly and logical way

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V

Visualization: The graphical representation of information

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