DATA AND
ARTIFICIAL INTELLIGENCE

Introduction to Data Analytics

simplilearn

Course Introduction

What Is Data Analytics?

Data analytics is the science of extracting trends, patterns, and relevant information from raw data to draw conclusions.
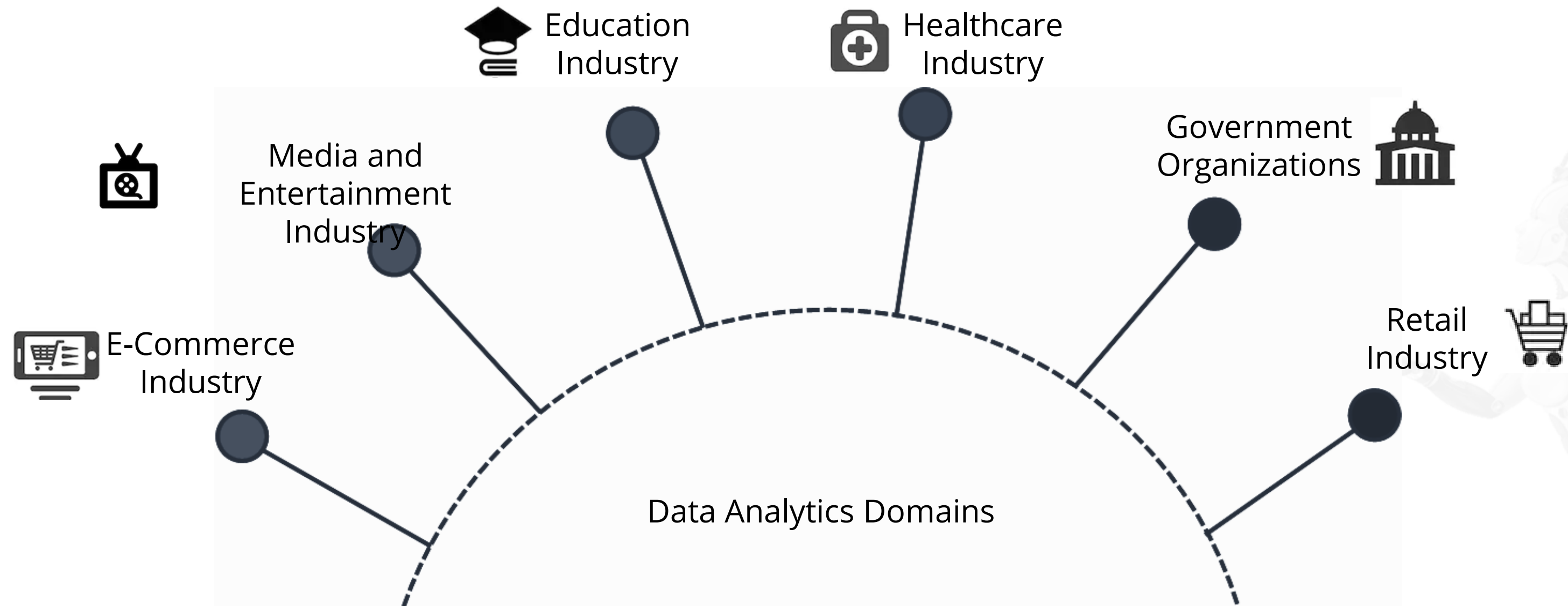
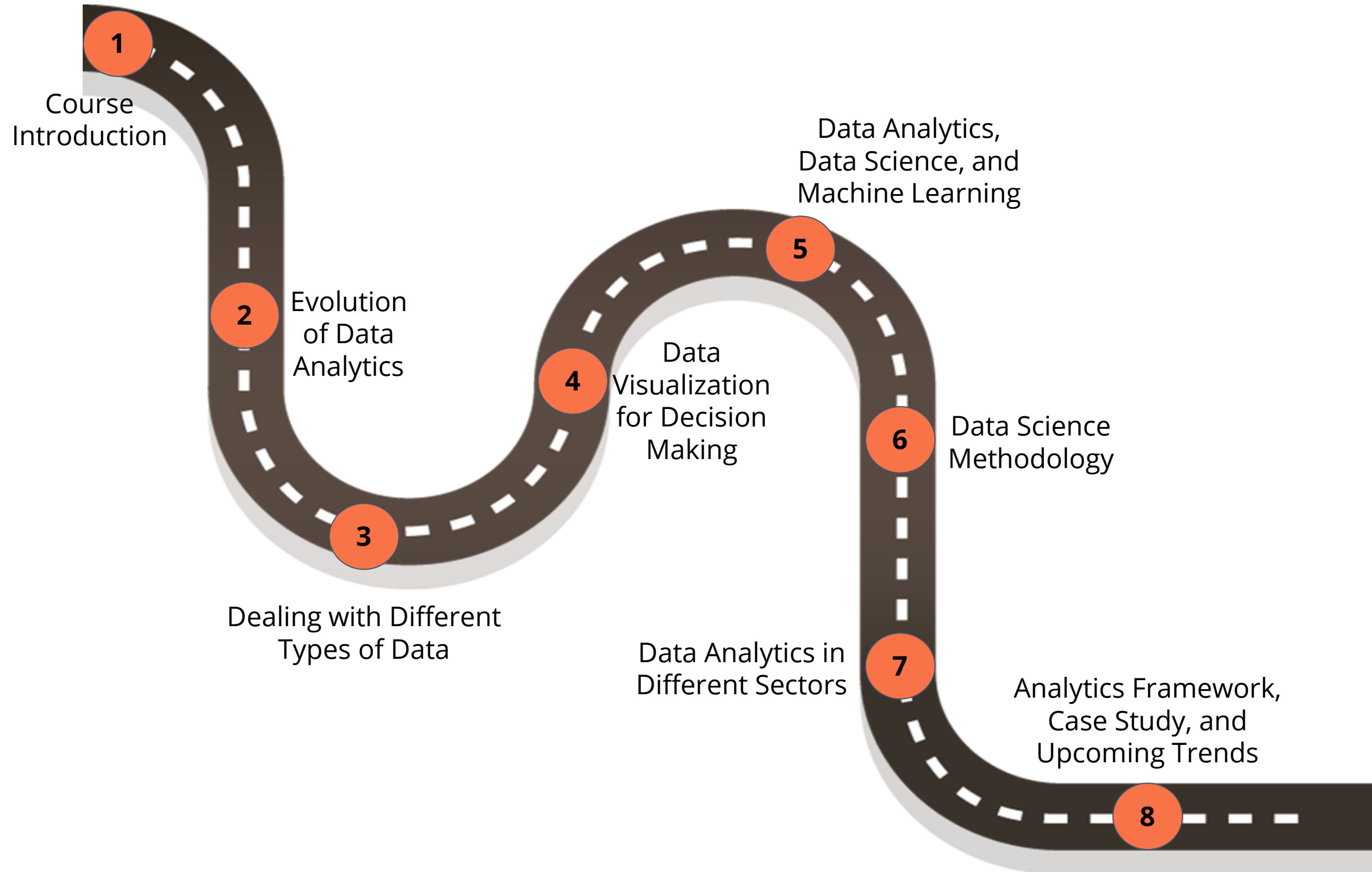# Data Analytics: Benefits

Cost Reduction

Improved efficiency

Effective decision making

Good resource utilization

DATA ANALYTICS

Good market insights

Data Analytics: Domains

Education
Industry

Healthcare
Industry

Government
Organizations

Media and
Entertainment
Industry

Retail
Industry

E-Commerce
Industry

Data Analytics Domains

Course Outline

1. Course Introduction
2. Evolution of Data Analytics
3. Dealing with Different Types of Data
4. Data Visualization for Decision Making
5. Data Analytics, Data Science, and Machine Learning
6. Data Science Methodology
7. Data Analytics in Different Sectors
8. Analytics Framework, Case Study, and Upcoming Trends

Learning Outcomes

By the end of this course, you will be able to:

- Analyze the triggers that led to the evolution of analytics

- Develop an analytical approach to a business problem

- Compare data science, data analytics, and machine learning and understand their business application

- Explain the significance of data visualization in analytical modeling to drive meaningful business decisions

- Identify business use cases that can leverage data analytics

Course Features

Number of case studies: 11

Number of research studies: 2
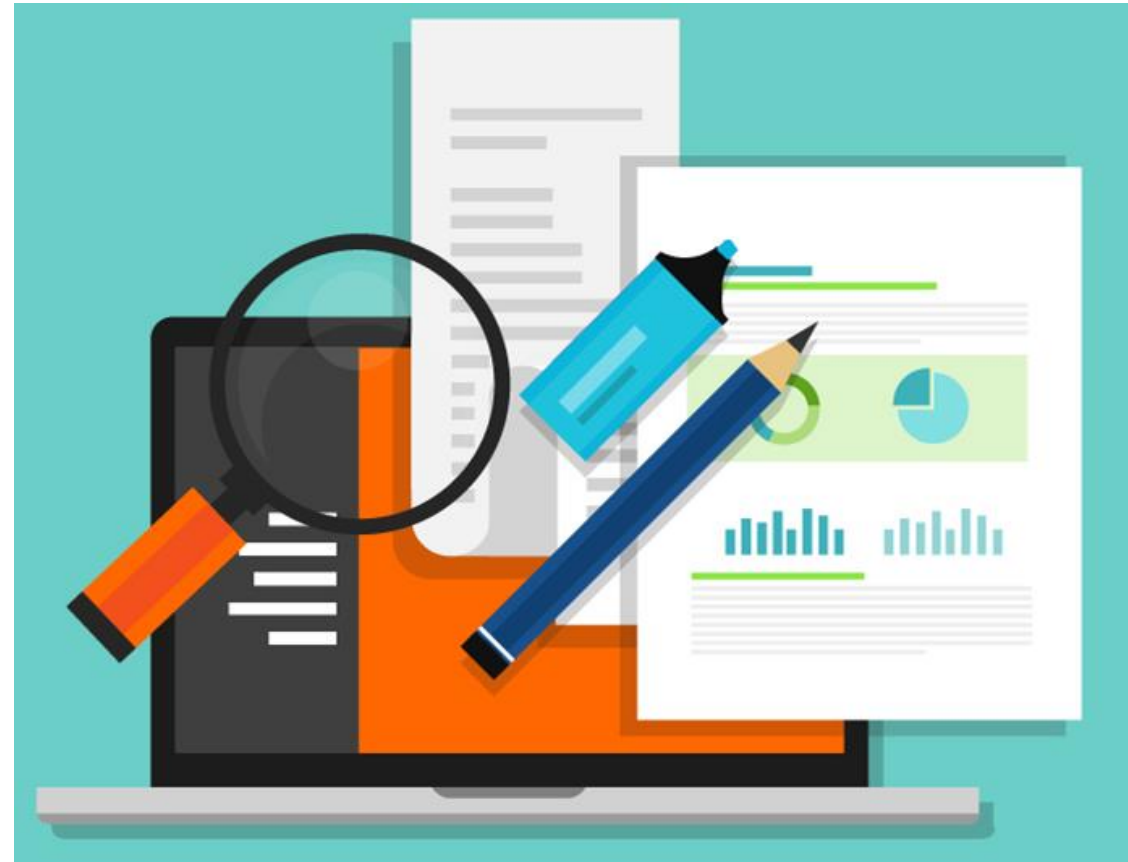
Course Features

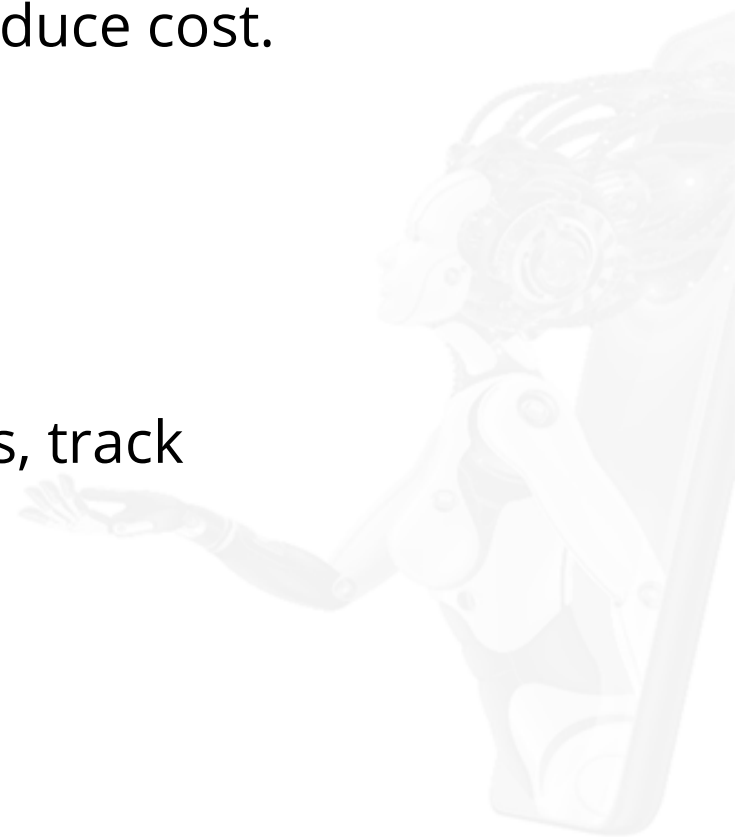Few case studies discussed in this course:

Amazon uses data analytics to improve efficiency and reduce cost.

LinkedIn employs data analytics to revamp its job listings, track user profiles, and posts.

Netflix gathers data from its subscribers to decide on customer preferences.

Course Features

Research Studies

According to McKinsey, companies that use customer analytics outsmart their competitors in terms of profit.

According to a survey conducted by the Business Application Research Center (BARC) on the BI trends, Master Data and Data Quality Management are the most important trend in 2020.

Happy Learning