DATA ANALYTICS

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CONTENT

WHAT IS DATA ?

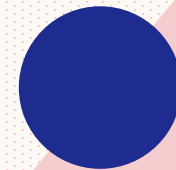Data is fact, quantity, information ,graph, measurement, observations and numbers that is collected together for reference.

WHAT IS ANALYTICS ?

Examining or liking to examine things in detail, in order to discover more about them.

" **TORTURE THE DATA AND IT WILL CONFESS TO ANYTHING.** "

Ronald Coase

WHAT IS DATA ANALYTICS ?

Data Analytics is the act of converting raw data into actionable insights

TYPES OF DATA ANALYTICS

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DESCRIPTIVE ANALYTICS

DIAGNOSTIC ANALYTICS

PREDICTIVE ANALYTICS

PRESCRIPTIVE ANALYTICS

IMPORTANCE OF DATA ANALYTICS

Improve decision making

Better customer service

Efficient operation

Effective marketing

LIMITATION OF DATA ANALYTICS

Lack of alignment within teams
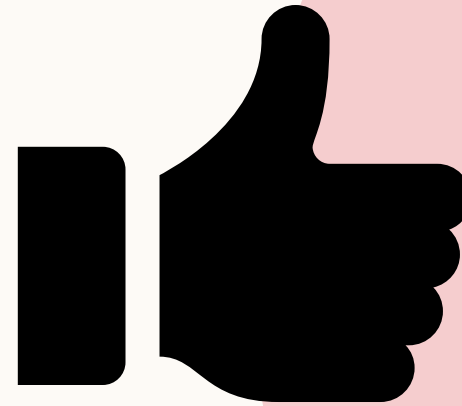

Lack of commitment and patience

Low quality of data

Privacy concern

SUMMARY

Data analytics is a very useful tool in our world today. And that is why I am here for this course.

THANK YOU.