

DATA ANALYTICS

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CONTENT

What is Data?

What is Analytics?

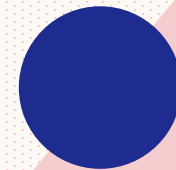
What is Data Analytics?

Types of Data Analytics

Importance of Data Analytics

Limitations of Data Analytics

Summary





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.



The background features a light beige field. On the left, there is a vertical green band. Within the top-left corner of this band are several white concentric circles. A large blue quarter-circle is positioned in the top-left area. A red triangle is located in the bottom-left corner. The quote is centered in the right half of the image.

**“ 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



TYPES OF DATA ANALYTICS

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



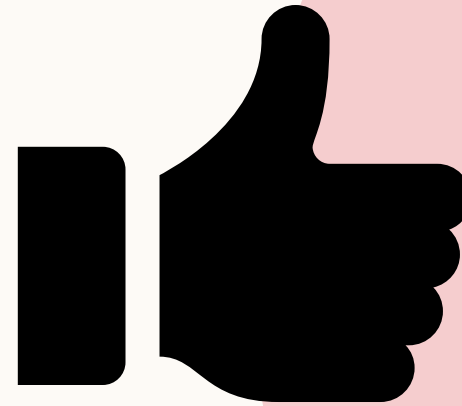
Low quality of data



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.