


Topic 1

Roles

Non. D.S

Business user: Someone who understands the domain area and benefits from the results.

Sponsor: Finds the direction of the project and requirement + they fund the project.

project manager: Directs the project to finish.

B.I.A: Gives the information about the domain for the project to succeed.

D.A: providedata.

D.E: Sets up data for D.S and puts it in database.

D.S: Gives analyses for data.

Why Data Driven:

1. Ambiguous domain areas.
2. Activity driven by data rather than intuition or personal experience.
3. Used by top organizations
4. Data driven is productive

Data Analytics cycle

1. Discovery

Learn the domain (area of interest)

2. Data prep

Prep data for analytics

ELT: Extract, Load, Transform.

ETL: Extract, Transform, Load.

ETLT (ELT and ETL)

Model planning: Find relationship between variables for more suitable models.

Model building: Test, Training, Validation of system capabilities.

Communicate results: Self explanatory.

Operationalize: Finalize the project.