**DATA SCIENCE:**

Data science is the study of data. This has different methods of exacting information which is used to analyze for later use. The main moto of data science is to through understanding of different types of data that is present in the both structured and unstructured data. This can be mistaken as the **data mining.**

Difference between data science and data mining is data mining is a subset of data science. Which involves in analyzing data and drawing patterns and other useful information. Whereas data science covers the entire scope of data collection and processing.

**DATA ANALYTICS:**

Data analytics is the process of observing data in the dataset to figure out the results and answers about the information that the dataset contains, this is done by using different software’s. By using data analytics technologies and techniques industries can make more controlled and accurate assumptions for making business decision.

**BUSINESS INTELLIGENCE AND ANALYTICS:**

Business intelligence and analytics are data management solutions which is used in the companies to collect historical and present data, using software’s to analyze raw data, and helps the companies to make better decisions in future.

**BUSINESS INTELLIGENCE:**

Business Intelligence is the process of gathering data, storing data and analyzing data from business operations. This answers the questions of What and How of both historical and present data and provides a report on these scenarios.

**BUSINESS ANALYTICS:**

Business Analytics uses data mining, modeling, and machine learning to determine the prediction of the future outcomes. This BA answers the question of Why’s to predict the future outcomes with more accuracy. This BA help the company to make those decisions towards success.

Main difference between BI and BA is the questions they answer. Let’s understand this better with real time example, if I have an online business. Then **BI** provides the report of the past and current state of your business. This also notifies the sales of a product which has most demand in a duration which is like past couple of weeks. As a result, we need decide to make more products of that product which has high demand. **BA** asks, Why is that product has that kind of demand? by digging deep into the sales of that product and background information of this sales we get to know that the product has been using in public event by a celebrity. This analysis helps the business to make the other products to get advised by other celebrities and improve the sales of those products as well. Whereas **Data analyst** will look at the using of website, identify trends and patterns and analyze visitor demographics and maybe even create a system that tracks every customers interest in other webpages as well.

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