

## **Finding Patterns in the Data**

Data analysis is one of the most useful tools to improve our making-decisions. One technique is clustering; we just group the data based on similarities. In business, clustering helps us to make decisions about marketing. Another technique is correlation analysis, which identify the strength of the relationship between two variables. It is useful, for example in sales data, to find a strong correlation between increased marketing efforts and higher sales. Is important to know that the data must be clean and free of errors to get good results.