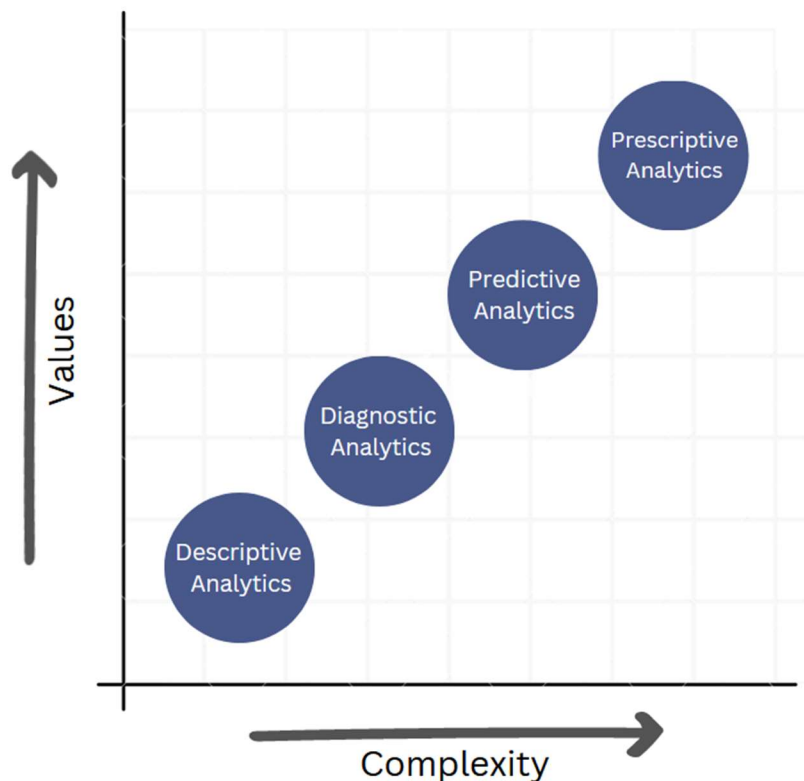## The Kinds of Data Analytics

There are 4 type of data analytics, it's Descriptive analytic, diagnostic analytic, predictive analytic, and prescriptive analytic. The difference between every type is about the values added to organization and the complexity to implement it as you can see in graphic below.

1. Descriptive analytic

   Descriptive analytic generally answer question of 'what happened?'. The type commonly used to get insight and understand past event through historical data from the past.

2. Diagnostic analytic

   The next step is diagnostic analytic, an analytic form that answer question 'why did it happened?'. It used to get in depth insights into a particular problem.

3. Predictive analytic

    In this stage, predictive analytic tell us 'What is likely to happened?'. It used to predict the future trend and make it a valuable information. Predictive analytic involves tecniques like regression, forecasting, classification, clustering, etc.

4. Prescriptive analytic

    The last standing is prescriptive, which the most advanced level of analytic that tell us and answer 'What action should be done?'. It sh with business purpose to improve performance after analyzing all the available data.

Source:

-   https://www.scnsoft.com/blog/4-types-of-data-analytics
-   https://iterationinsights.com/article/where-to-start-with-the-4-types-of-analytics/