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Any company or business always requires answers to many questions at any given time that help in plan strategy to run operations and to plan for growth. A lot of information is contained in the data that it already collects and so, some of these questions can be answered by doing data analysis. Data analysis can be very simple to very complex. In this section we looked at fairly straightforward simple data analysis, essentially data analysis that can be done with querying or simple tool like excel. We looked at how to use SQL to collect data bases and query databases for simple answers. If sometimes, you may need to generate visualisation. We have looked at how to create effective visualisations , how to use the right type of visualisation to answer different types of questions. We also looked at how sometimes a single visualisation may not be an answer to a question remaining to create multiple visualisations aggregated in the form of a reports or dashboards. At the end of the day, remember that the data analysis is done in order to answer a specific question that a business has, something that a business can use to solve a problem to take a decision. So it's very important to always keep the end objective in mind whenever you run an analysis. It could be a simple analysis, a simple visualisation or a complicated data analysis. It's very important to remember what is the final



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reason for running the analysis and making sure that your analysis has actually supplied that particular answer.
