Glossary

Data Analytics
Terms and Definitions

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Data: A collection of facts

Data analysis: The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

Data analyst: Someone who collects, transforms, and organizes data in order to help make informed decisions

Data analytics: The science of data

Data-driven decision making: Using facts to guide business strategy

Data ecosystems: The various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data

Data science: Creating new ways of modeling and understanding the unknown by using raw data

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