

Find the text based data

“Our world has become increasingly digital, and business leaders need to make sense of the enormous amount of available data today. In order to make key strategic business decisions and leverage data as a competitive advantage, it is critical to understand how to draw key insights from this data. The Business Analytics specialization is targeted towards aspiring managers, senior managers, and business executives who wish to have a well-rounded knowledge of business analytics that integrates the areas of data science, analytics and business decision making.

The courses in this Specialization will focus on strategy, methods, tools, and applications that are widely used in business. Topics covered include:

- Data strategy at firms
- Reliable ways to collect, analyze, and visualize data—and utilize data in organizational decision making
- Understanding data modeling and predictive analytics at a high-level
- Learning basic methods of business analytics by working with data sets and tools such as Power BI, Alteryx, and RStudio
- Learning to make informed business decisions via analytics across key functional areas in business such as finance, marketing, retail & supply chain management, and social media to enhance profitability and competitiveness.”

Tool 1 - Word ItOut



Compare the tools in terms if capability

Tool 1 - Word InOut

This tool is very intuitive, because it has a low learning curve. Its functionality is super speedy, you only need to put data and click the visualize button only. Then, we can change color, format, font style, letter case, frequency and number of words.

Tool 2 - Tag Crowd

This also has a low learning curve because it is intuitive there is no need for special knowledge to work on this tool. It has many functions, such as language of the text, maximum number of words, frequency, lower case and more. This tool is also pretty identical to my 1st tool. When comparing twitch 1st tool, it has a little difficulty in using it. This tool does not have any color changing options.

Compare the tools in terms of ease of use

Tool 1 - Word InOut

This tool is more intuitive and also has a low learning curve. Ease of use does not take me a huge time to create my first word cloud visualization. No need for special skills to learn this tool. 10 year kids can create word clouds using this tool.

Tool 2 - Tag Crowd

This tool has a little learning curve compared with my 1st tool. It takes a little more time to create 1st work clouds, but it also has pretty much everything in front of you when creating word clouds. This tool does not have any color changing option and its word clouds are not attractive, but to create word clouds in this tool no need for special knowledge.

