**Descriptive Analytics**

They are the analytics that describe the past to tell us “What has happened?” To elaborate, as the name suggests, any activity or method that helps us to describe or summarize raw data into something interpretable by humans can be termed ‘Descriptive Analytics’. These are useful because they allow us to learn from past behaviors, and understand how they might influence future outcomes.

The statistics such as arithmetic operation of count, min, max, sum, average, percentage, and percent change, etc., fall into this category. Common examples of descriptive analytics are a company’s business intelligence reports that cover different

aspects of the organization to provide historical hindsight’s regarding the company’s production, operations, sales, revenue, financials, inventory, customers, and market share.