

Data Analysis and Analytics: Past, Present and Future

Buzzwords: Data Science (Business Dictionary)



- Data
- Data Team
- Big Data Team
- Business Intelligence
- Data Science
- Business Analytics
- Data Analytics

Evolution of Data Science Industry



- Statistics
- Data mining
- Predictive Analytics
- Data Science



Statistician

25 years ago

responsible for:

gathering and cleaning data sets

applying statistical methods

+ growth of data

+ radical improvement
of technology

extracting patterns from data



Data mining specialist

20 years ago

responsible for:

gathering and cleaning data sets

applying statistical methods

+ growth of data

+ radical improvement

of technology

extracting patterns from data

+ new models

performing more accurate forecasts



Predictive analytics
specialist

10 years ago

responsible for:

gathering and cleaning data sets

applying statistical methods

extracting patterns from data

performing more accurate forecasts



Data Scientist

NOW



Statistics

Data mining

Predictive analytics

Data Science



Analysis vs Analytics???

Analysis vs Analytics

Analysis



Past



Explain

How? Why?



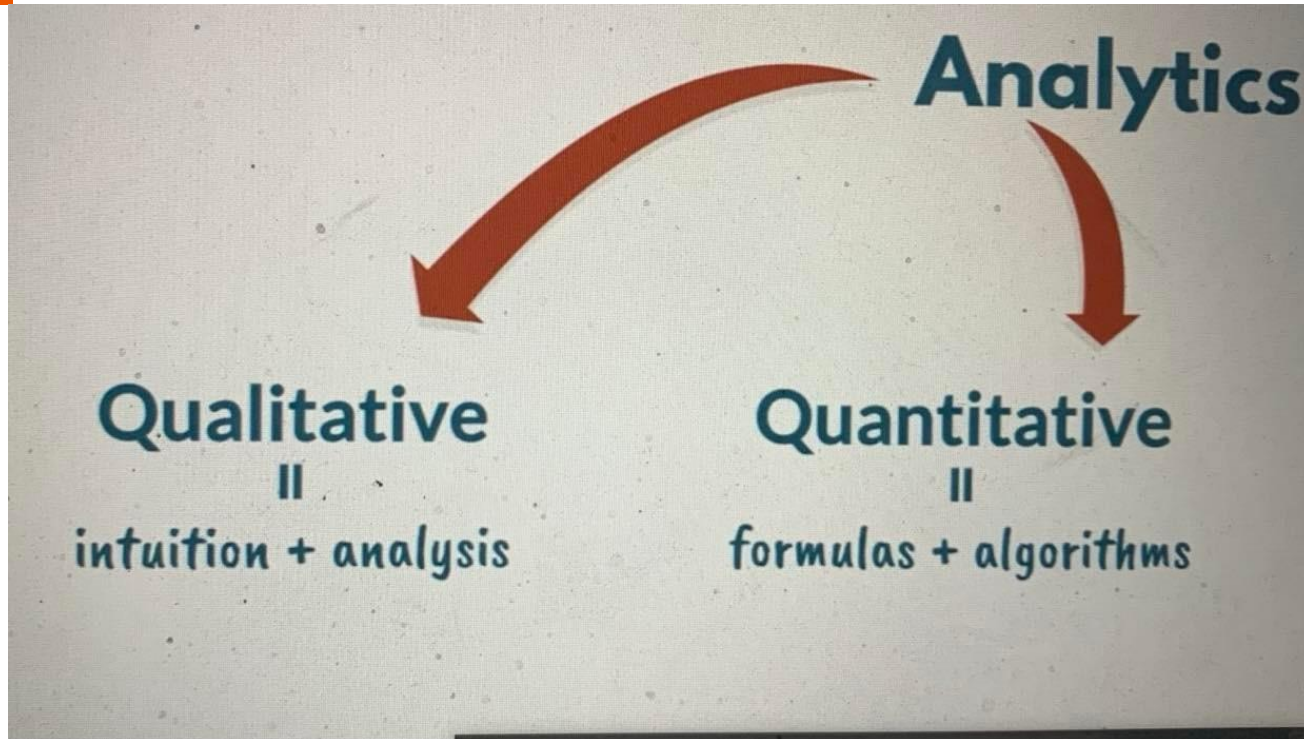
Analytics



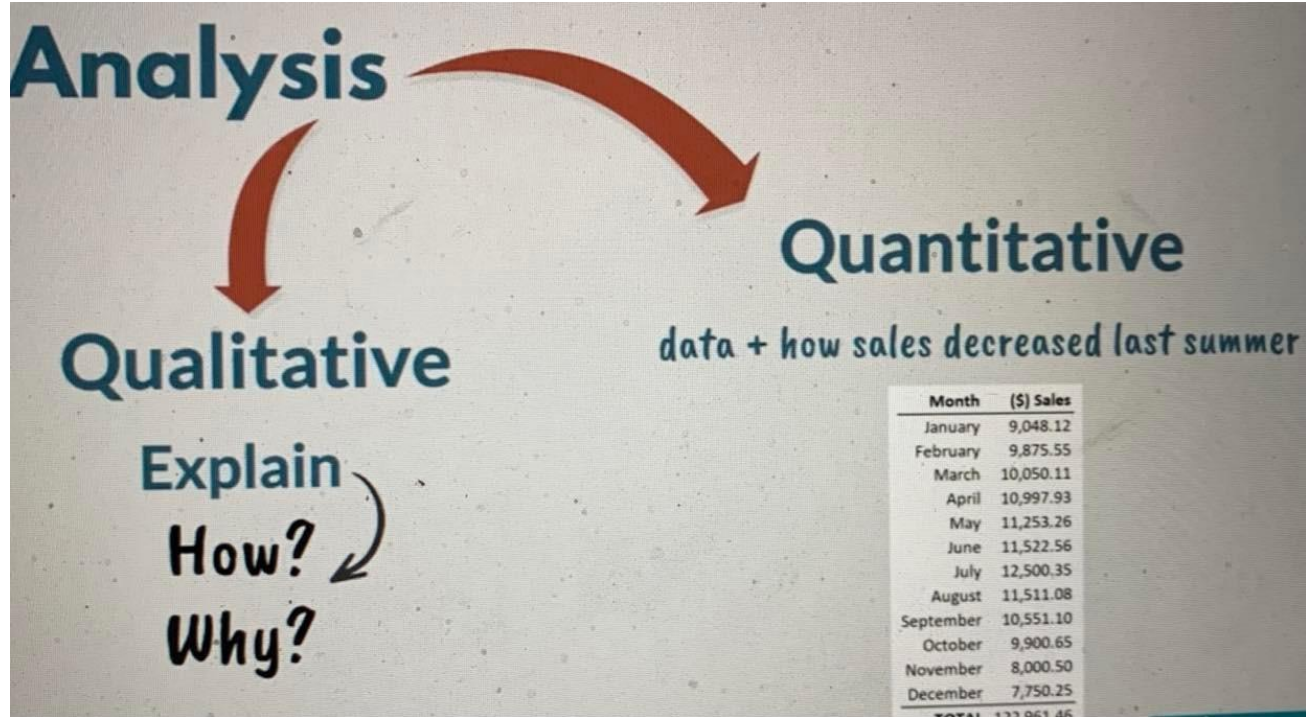
Future

Explore potential future events

Analysis vs Analytics



Analysis vs Analytics





Business Case
Studies

Qualitative
Analytics


Preliminary
Data Report

Business

Reporting with
Visuals

Creating
Dashboards

Sales
Forecasting



Business Case
Studies

Qualitative
Analytics

Business

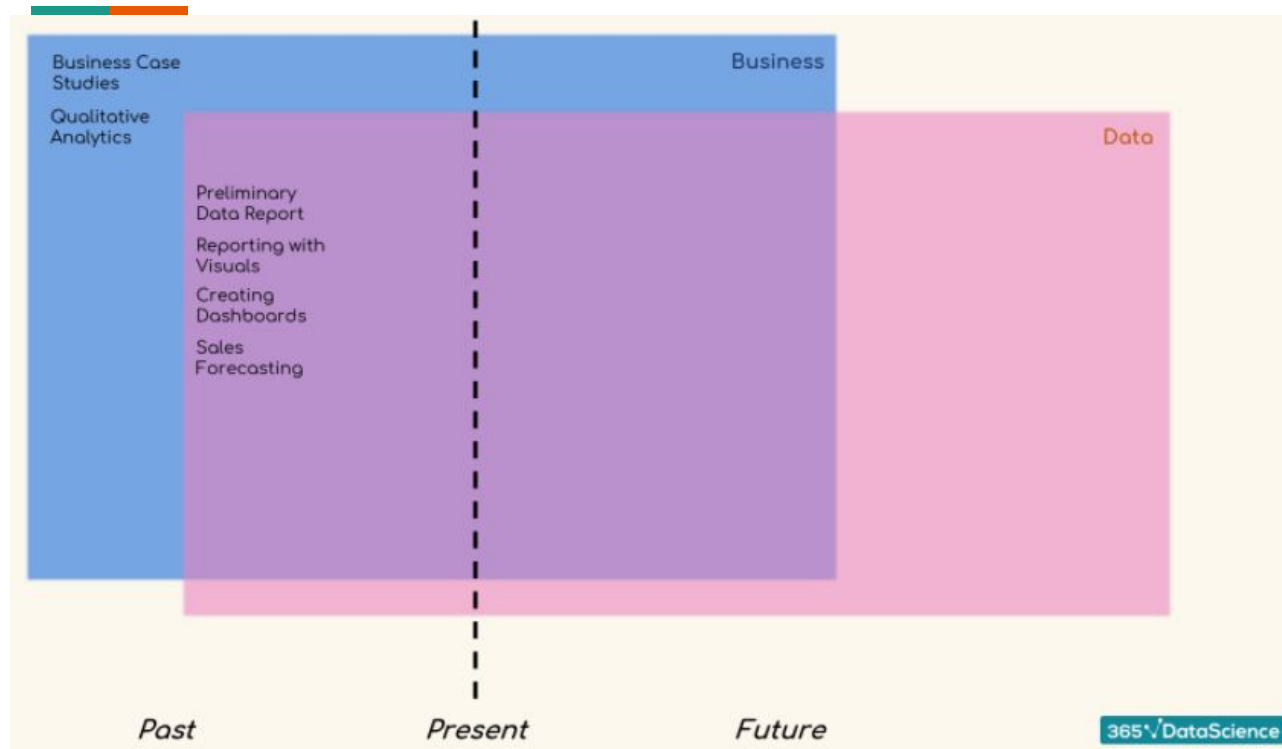
Preliminary
Data Report

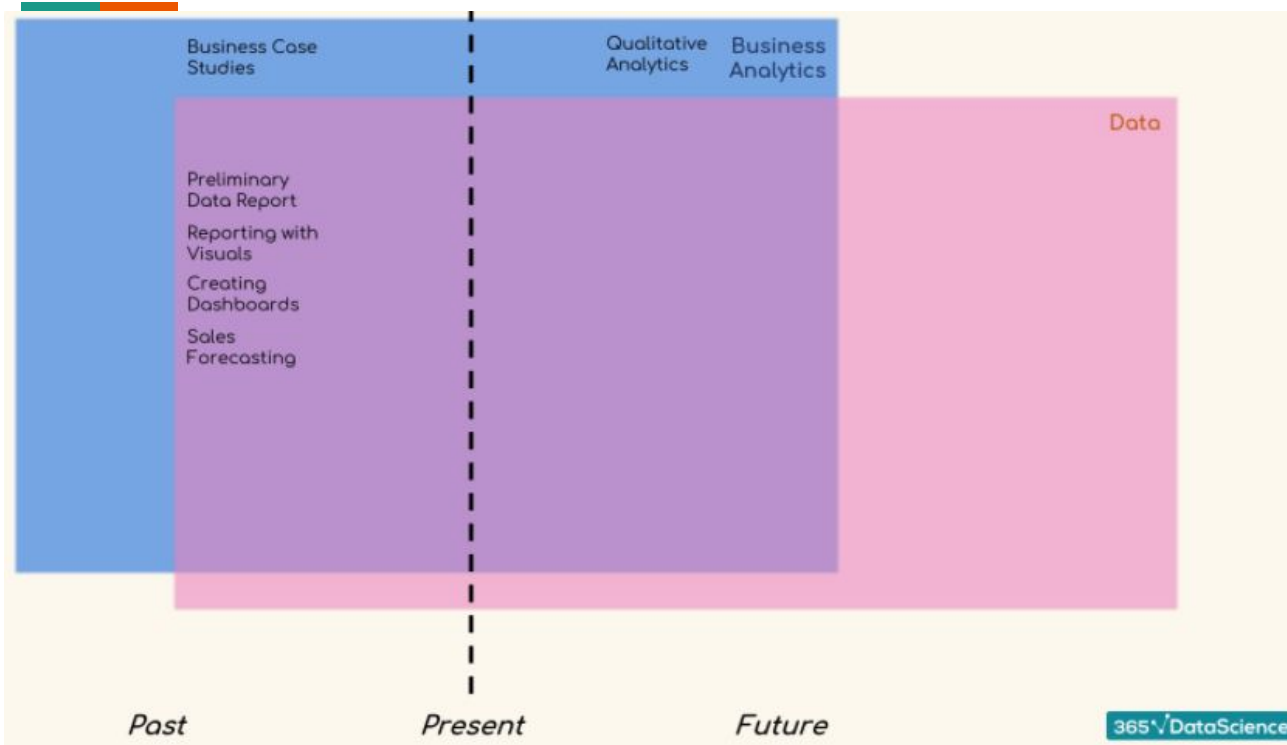
Reporting with
Visuals

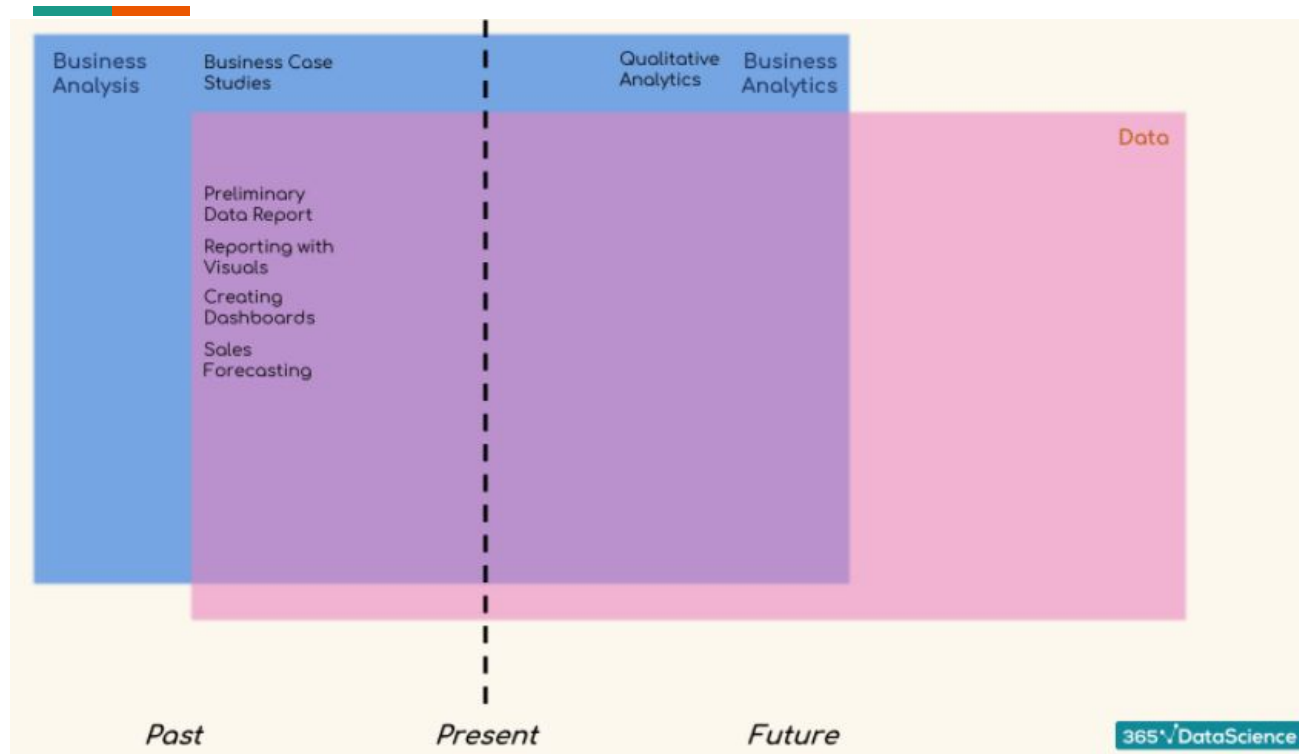
Creating
Dashboards

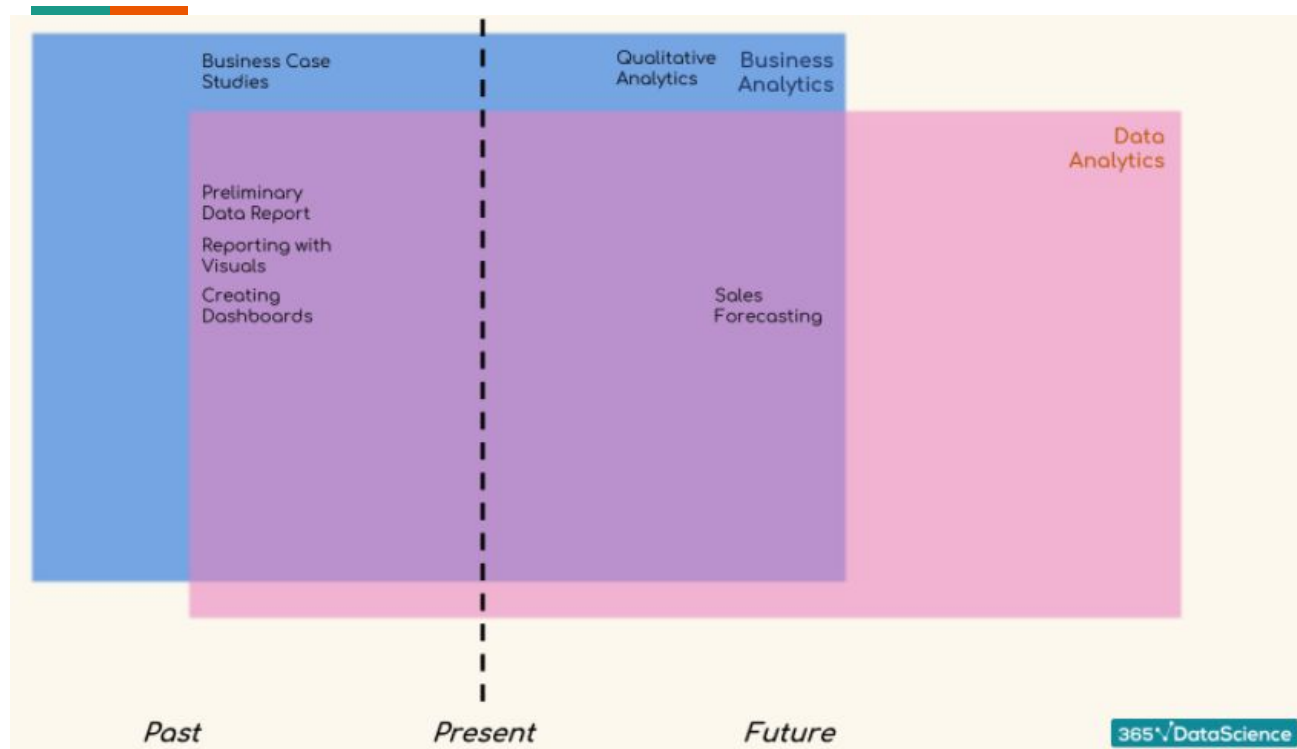
Sales
Forecasting

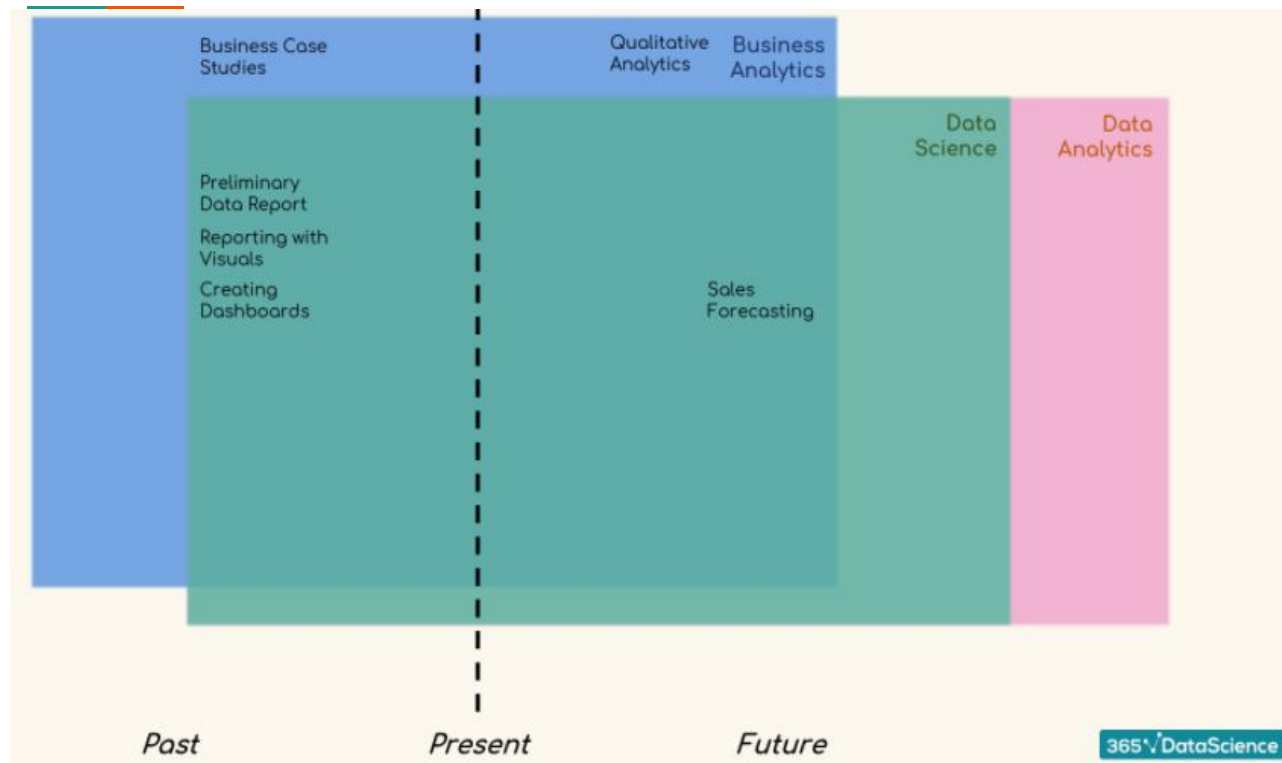
Data

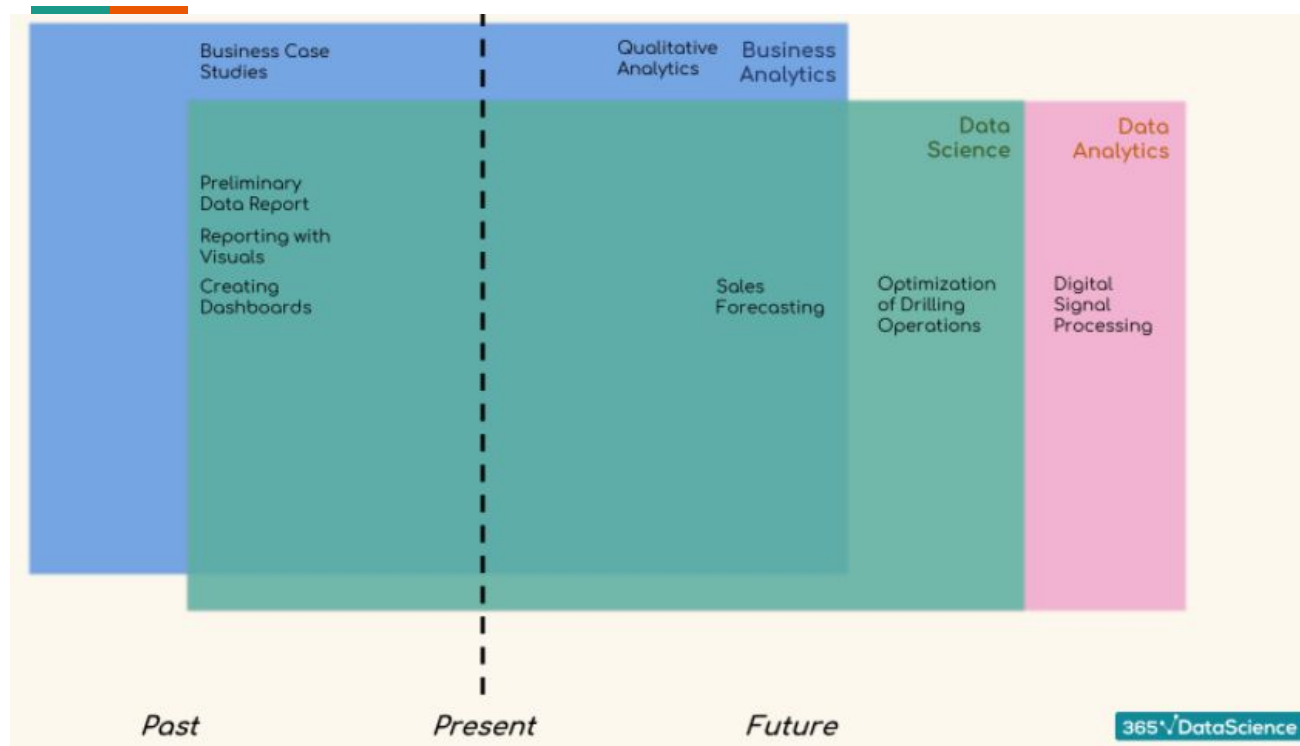


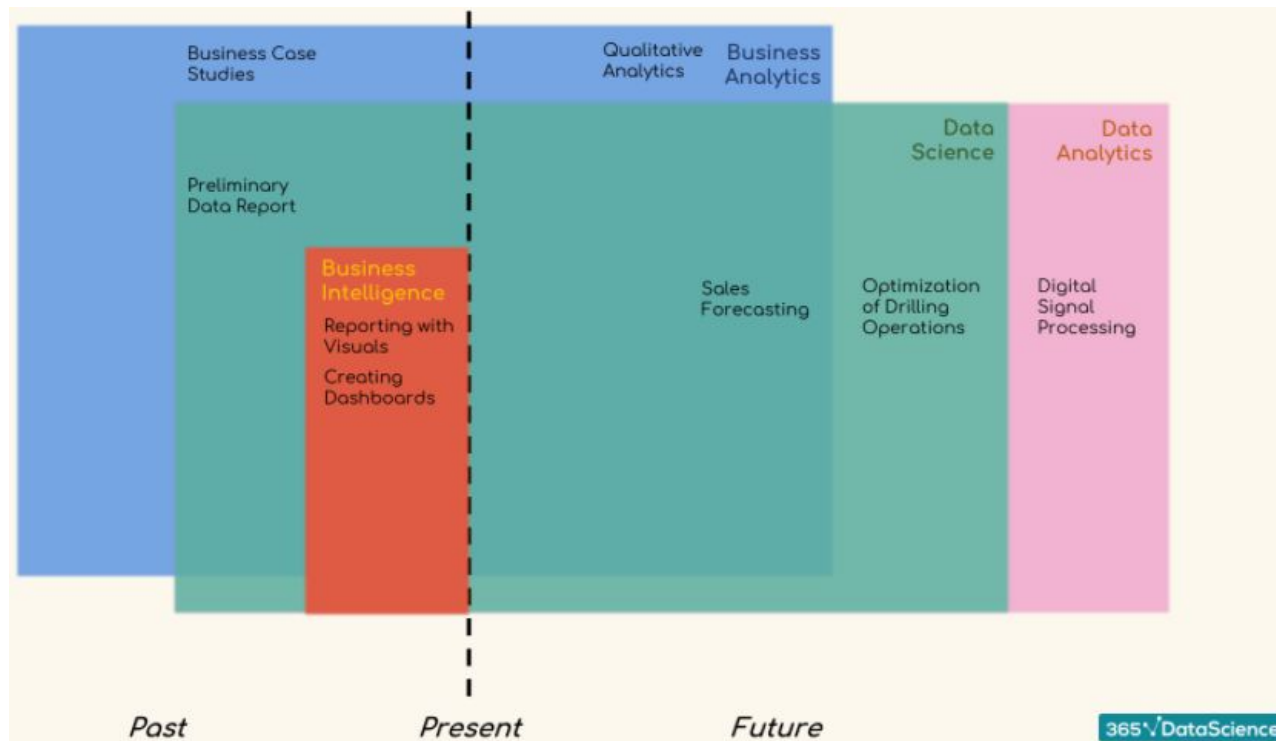


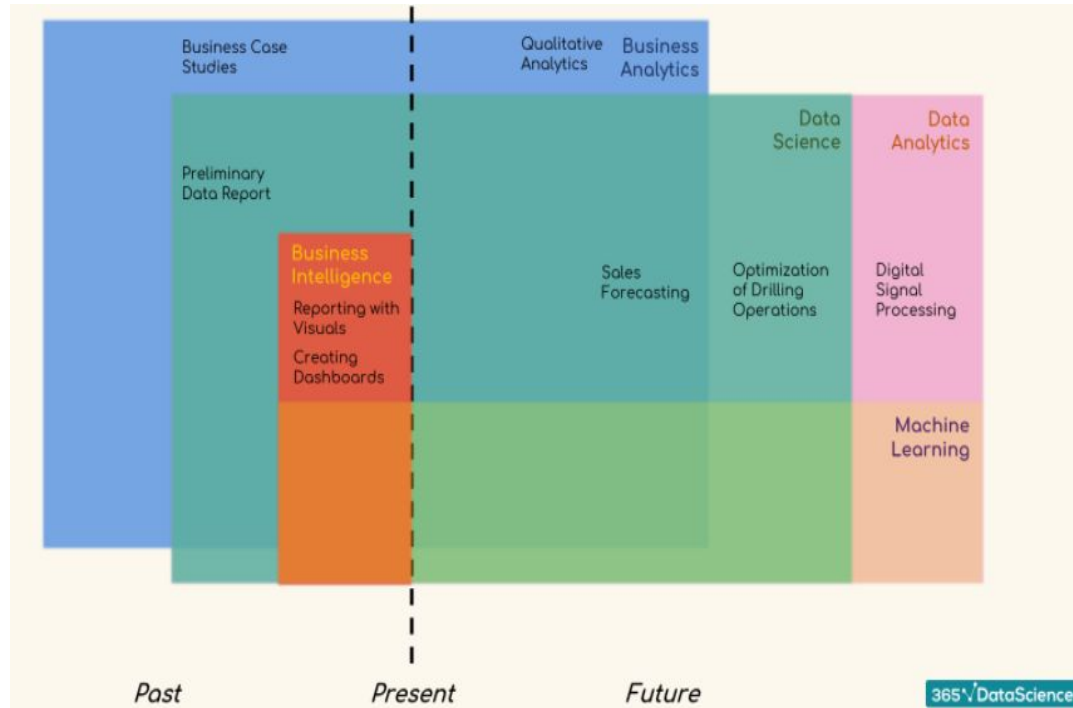


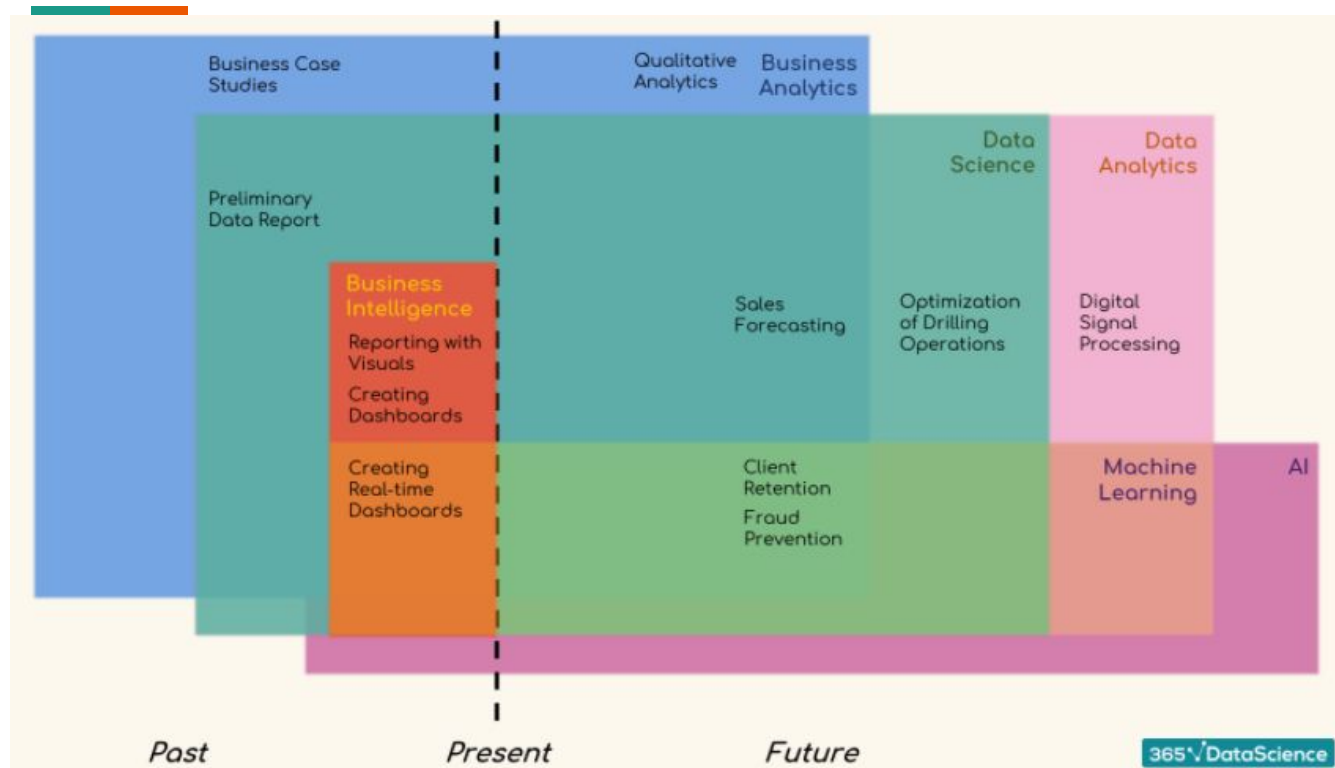


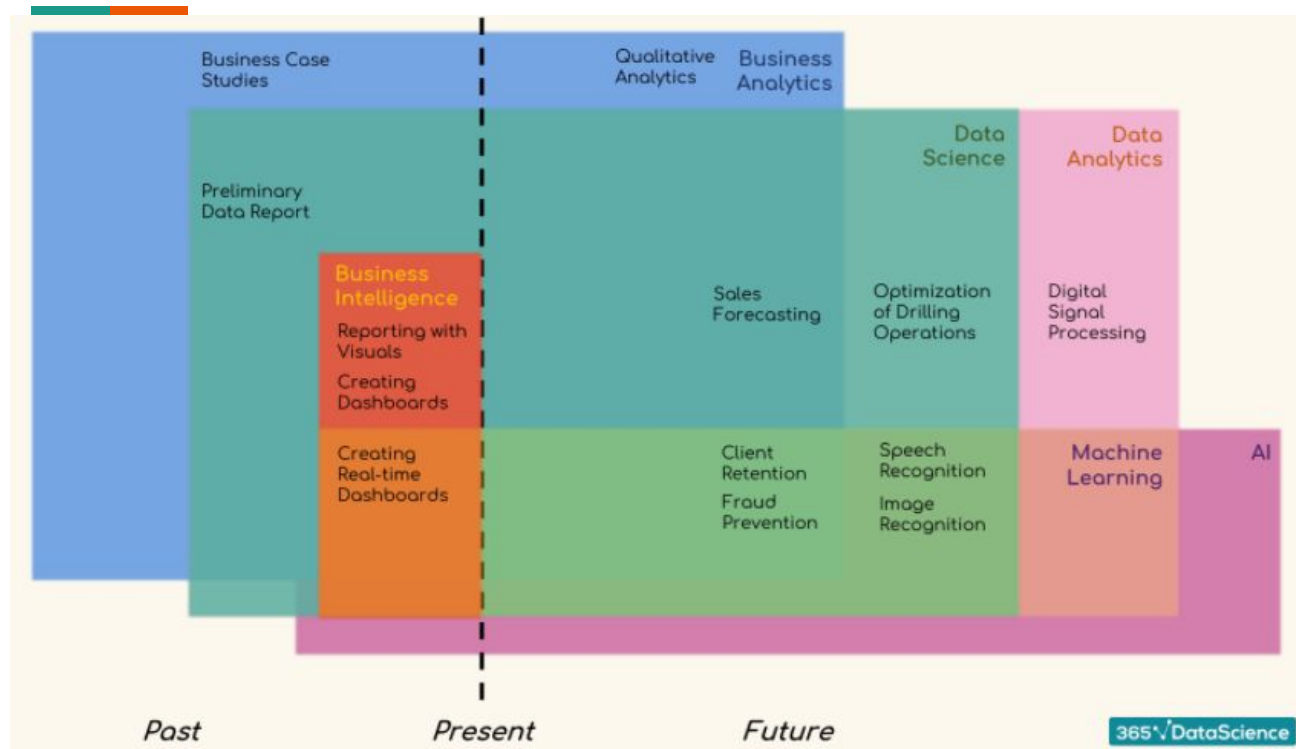


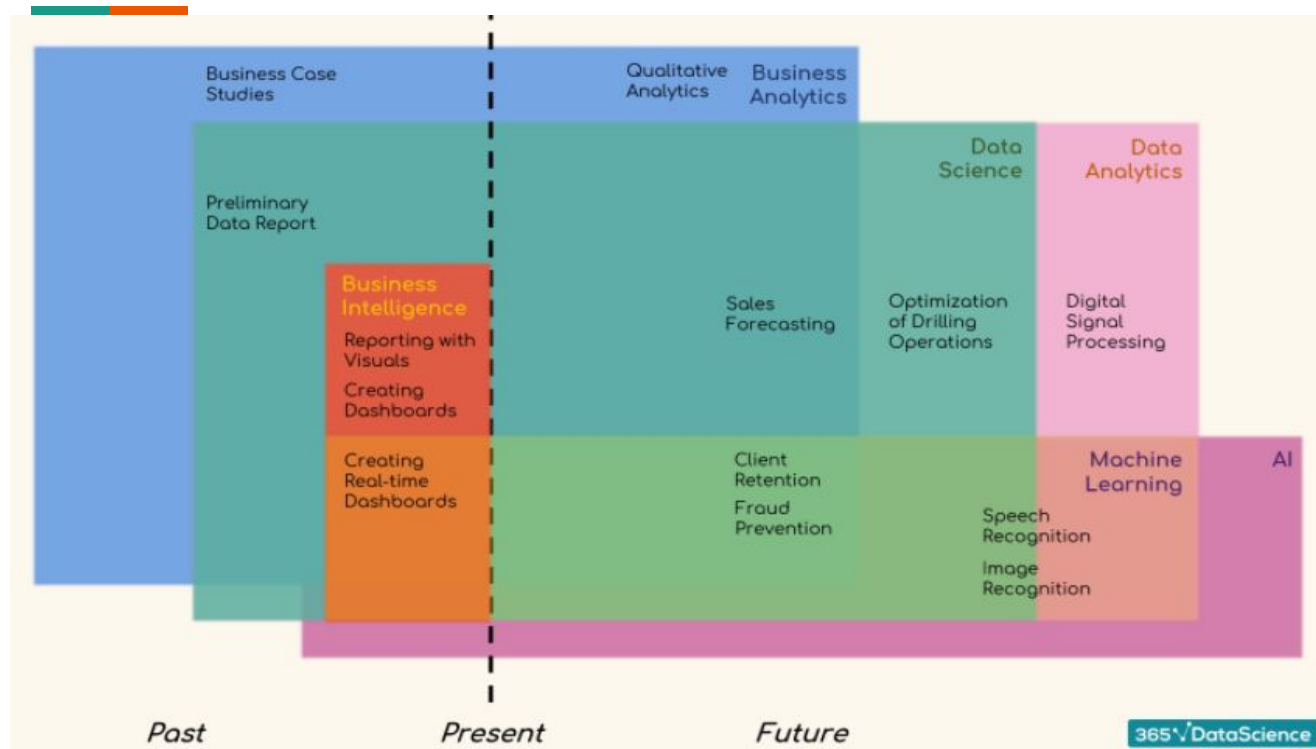


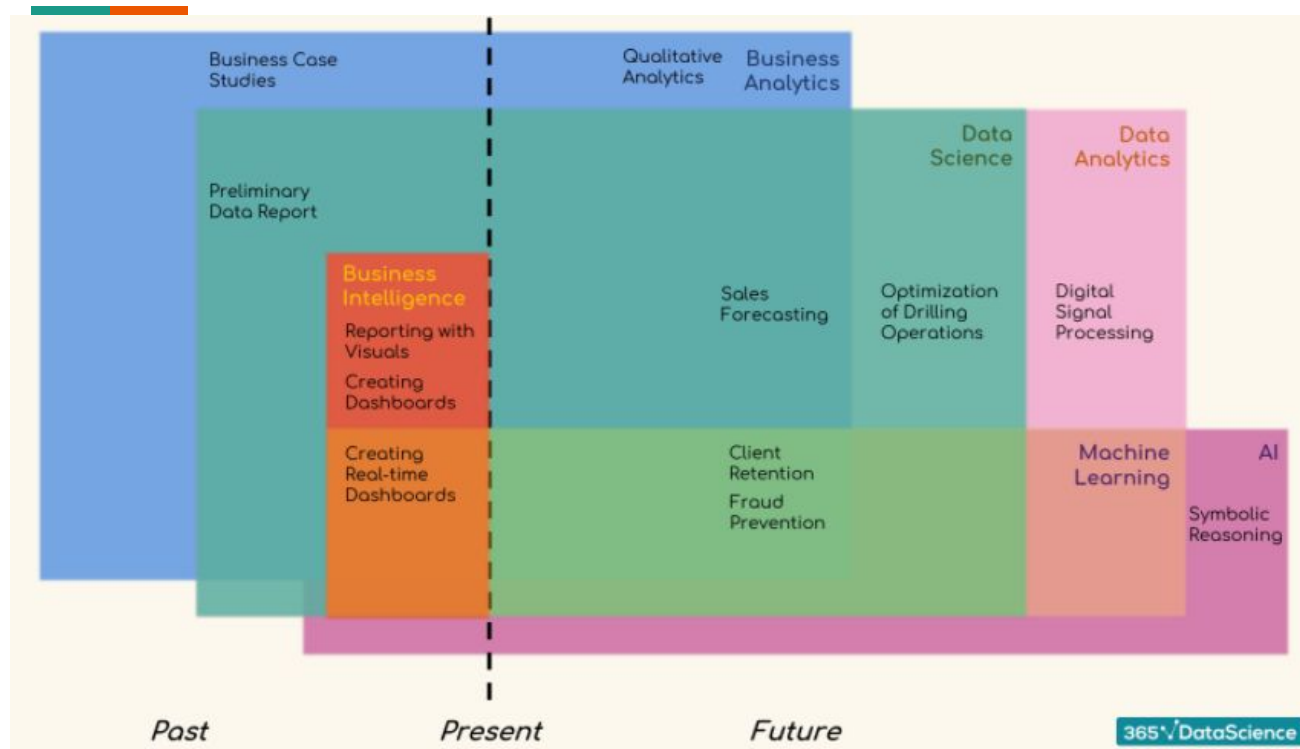


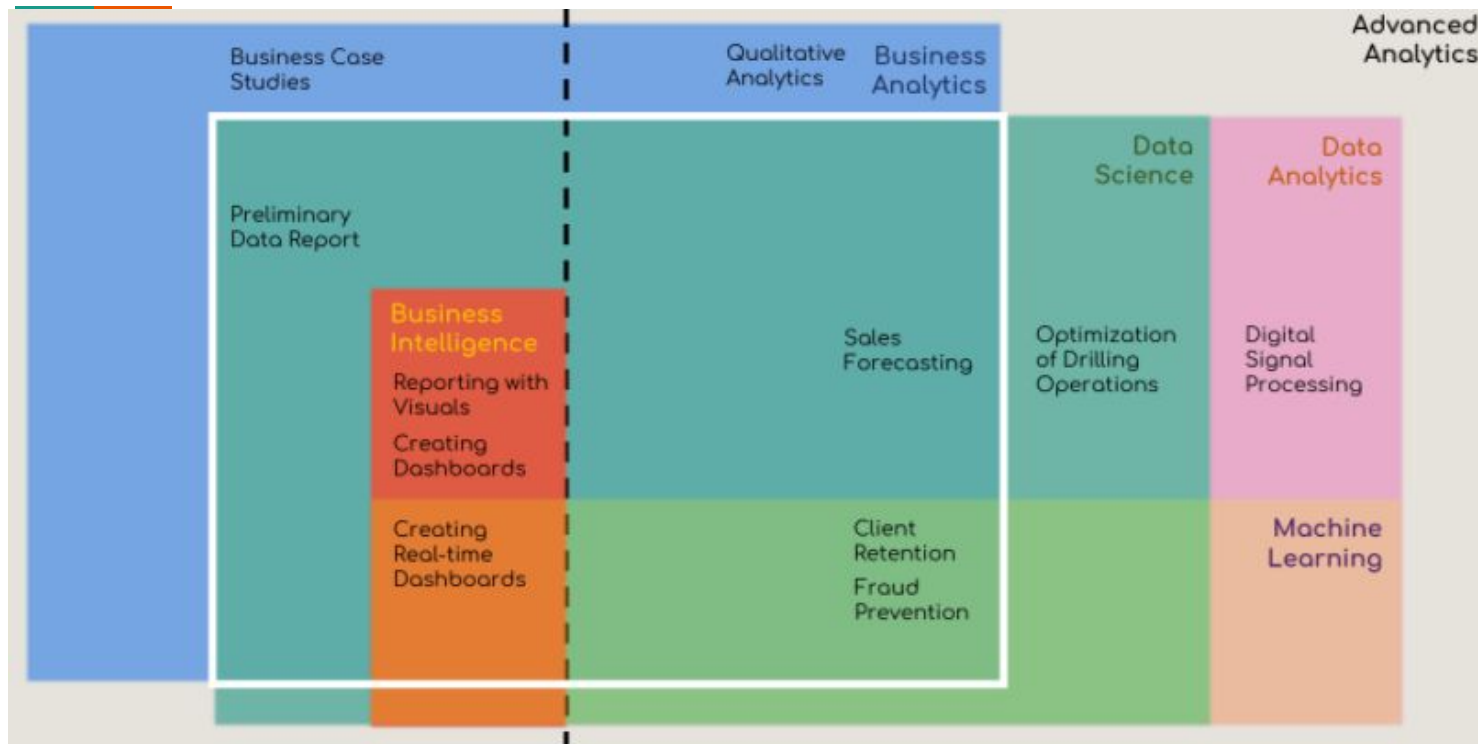












Past

Present

Future

Preliminary
Data Report

**Business
Intelligence**

Reporting with
Visuals

Creating
Dashboards

Creating
Real-time
Dashboards

Our Infographic...

Sales
Forecasting

Client
Retention
Fraud
Prevention









