

DATA ANALYTICS PROCESS: REAL WORLD APPLICATION CASE STUDY

Use Of 6 Steps Of Data Analytics
Process In College Selection



Overview

Data analytics refers to the process of collecting, organizing, analyzing, and interpreting large sets of data to gain insights, identify patterns, and make informed decisions.



Data Analytics Process

01

Plan - The objectives, goals, and requirements of the data analytics project are defined.

02

Prepare - The necessary data is collected, organized, and prepared for analysis.

03

Process - The prepared data is subjected to further processing, which may involve filtering, aggregating, or summarizing the data.

04

Analyze - The analysis stage is where the core data analytics techniques are applied to derive insights from the processed data.

05

Share - The sharing stage involves communicating the results and insights obtained from the analysis to relevant stakeholders.

06

Act - The final stage is where the insights gained from the analysis are put into action.





Lets understand the Data Analytics Process with an example of a student selecting a college.

Understanding Data Analytics Process



Prepare: In the preparation phase, the student collects relevant data from various sources.



Plan: In the planning phase, the student establishes their objectives and criteria for selecting a college.



Act: In the action phase, the student takes informed actions based on the insights gained from the data analysis.



Share: The student communicates the findings to relevant stakeholders, such as parents, school counselors, or mentors.



Analyse: In the analysis phase, data analytics techniques are applied to gain insights and compare colleges.

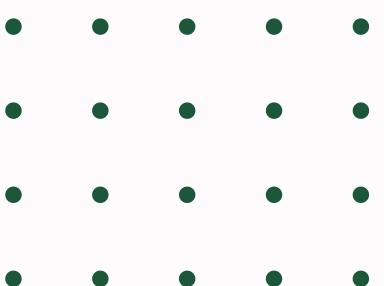


Process: In the processing phase, the collected data is cleaned, transformed, and structured.



Plan

- In the planning phase, the student establishes their objectives and criteria for selecting a college.
- The student decide the course/field of study to be pursued.
- The student finds out the list of colleges offering the Course in the desired location.
- The student will consider factors such as location, field of study, campus culture, financial affordability, and career opportunities etc.



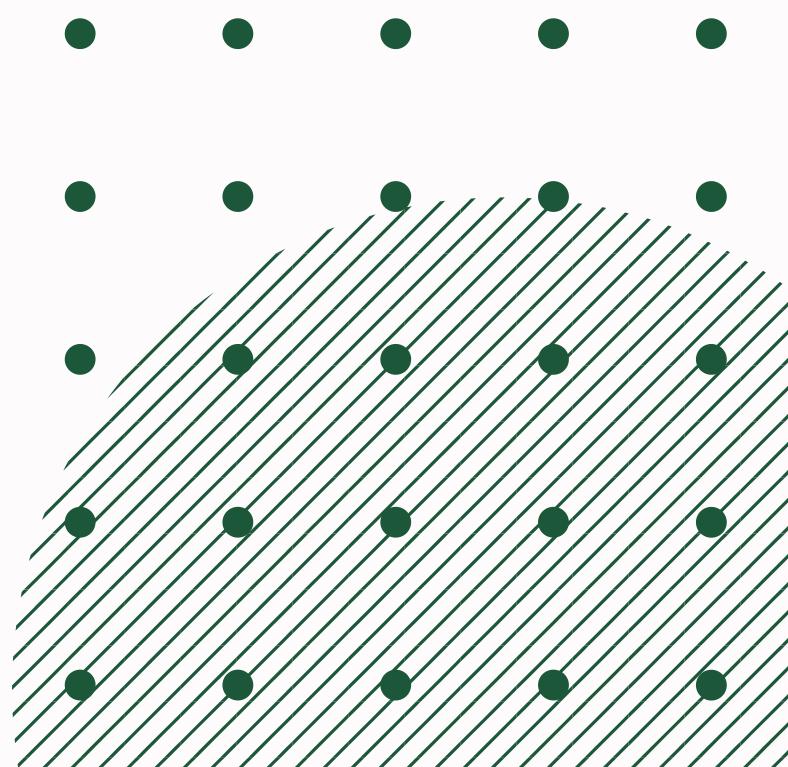
Prepare

- In the preparation phase, the student collects relevant data from a variety of sources.
- The student collects data like the fees structure, financial aid, placements and academic program details.
- The data is collected and prepared for analysis.



Process

- In the processing phase, the student cleans and structures the collected data.
- Data cleaning involves removing errors and discrepancies. For example cross checking the fees structure in the colleges.
- The data can be structured based on the location, course details, fees affordability etc.



Analyse

- In the analysis phase, data analytics techniques are applied to gain insights and compare colleges based on the data collected.
- The student can use analytics to rank colleges based on various factors such as academic reputation, student satisfaction, financial aid availability, or career placement rates.
- Data visualization can be used to present findings in a clear and understandable manner.

- In the sharing phase, the student communicates the findings to relevant stakeholders, such as parents, school counselors, or mentors.
- They can share reports, presentations, or visualizations that highlight the key findings and compare different colleges based on the analyzed data.
- Parents, counselors can help the student in analyzing the data and selecting the appropriate college.



Share

Act

- In the action phase, the student takes informed actions based on the insights gained from the data analysis.
- They may shortlist colleges that align with their preferences and apply to them.
- The student can use the insights to tailor their application strategy, focus on colleges with higher admission chances, or prioritize financial aid opportunities.



**THANK
YOU**