

DATA

ANALYTICS

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PROJECT TITLE : DATA ANALYTICS

AGENDA:

- • Introduction to Data Analytics
- • Types of Data Analytics
- • Applications of Data Analytics
- • Tools and Technologies
- • Conclusion

INTRODUCTION TO DATA ANALYTICS

- Data Analytics refers to the process of examining data sets to draw conclusions.
- • Helps organizations make informed business decisions.
- • Uses statistical, mathematical, and computational techniques.

TYPES OF DATA ANALYTICS:

- Descriptive Analytics – What happened?
- • Diagnostic Analytics – Why did it happen?
- • Predictive Analytics – What will happen?
- • Prescriptive Analytics – What should we do?

APPLICATION OF DATA ANALYTICS:

- Business Intelligence
- Healthcare and Medicine
- Marketing and Customer Insights
- Financial Forecasting
- Manufacturing and Supply Chain Optimization

TOOLS & TECHNOLOGY:

- Python, R, SQL
- • Excel, Tableau, Power BI
- • Hadoop, Spark
- • Machine Learning Libraries

CONCLUSION:

- Data Analytics is crucial in the digital era.
- Provides insights for decision-making.
- Drives innovation and competitive advantage.