



What is Data Analytics?



Data is a set of values of qualitative or quantitative variables. It is information in raw or unorganised form. It maybe a fact, figures, symbol etc.



Analytics is the discovery, interpretation and communication of meaningful patterns or summary in data.



Data Analytics is the process of examining datasets in order to draw conclusions about the information it contains.

Analytics



ANALYTICS: IT IS THE DISCOVERY, INTERPRETATION, AND COMMUNICATION OF MEANINGFUL PATTERNS OR SUMMERY IN DATA



DATA ANALYTICS: (DA) IS THE PROCESS OF EXAMINING DATA SETS IN ORDER TO DRAW CONCLUSION ABOUT THE INFORMATION IT CONTAINS



ANALYTICS IS NOT A TOOL OR TECHNOLOGY, RATHER IT IS A WAY OF THINKING AND ACTING ON DATA

Analytics Life Cycle



Problem Identification



Hypothesis Formulation



Data Collection



Data Exploration/preparation



Model Building



Model Validation and Evaluation

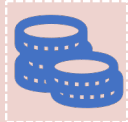
Importance Of Data Analytics



Data Analytics helps in businesses decision making



Optimize their performances



Reduce costs by identifying more efficient ways of doing business



Store large amounts of data



Equip businesses, their employees and leaders to make better decisions and improve decision outcomes



Improve the speed and efficiency of your business

Challenges



Collecting meaningful data

Selecting the right tool

Consolidating data from multiple sources

Quality of data collected

Building a data culture among employees

Solutions



**INVESTING IN A
SUITABLE DATA
ANALYTICS TOOL**



**TRAINING EMPLOYEES
ON DATA ANALYSIS**



**STEPPING UP THEIR
CYBERSECURITY
SAFEGUARDS**