



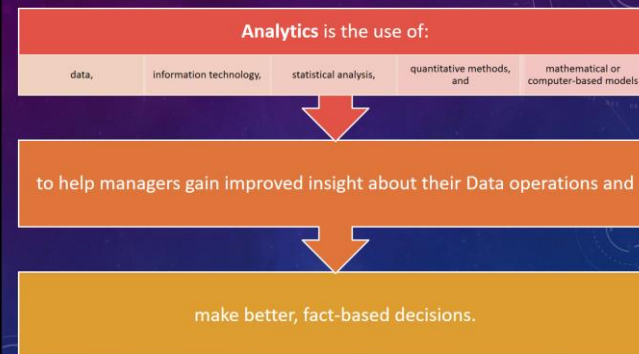
## What is Data Analytics?

- Data Analytics refers to the skills, technologies, applications and practices for iterative and systematic exploration of Data and understanding of past Data performances to gain new insights, in order to drive future Data planning.

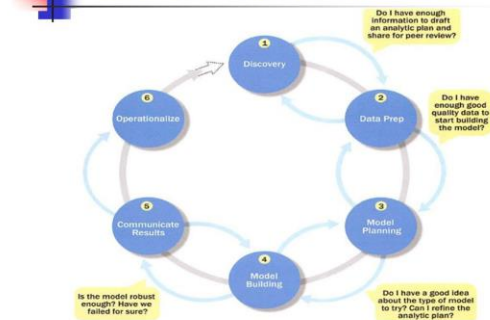
## Topics: -

- What is Data Analytics?
- Evolution of Data Analytics
- Scope of Data Analytics
- Application of Data Analytics

## Uses of Data Analytics



## Overview of Data Analytics Lifecycle

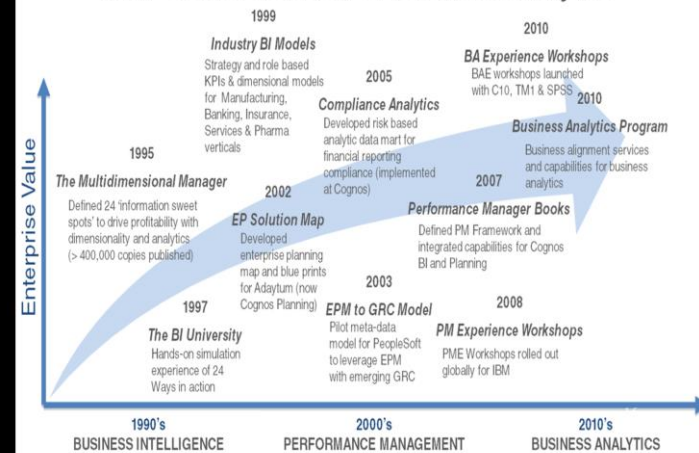


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### Data Analytics 2.0:

- This phase started by the mid-2000s, when the data grew in volume and diversity. This was the era of big data, when the Internet and social media enterprises such as Amazon and Google started receiving and analyzing new kind of information or the big data that came from sources outside the enterprise. The ecosystem of information changed dramatically and included a variety of data from social media, financial data, mobile applications and several other data-generating applications. This period was predominantly marked by enterprises placing a lot of importance on data analysis.

## Aline & The Evolution of Business Analytics



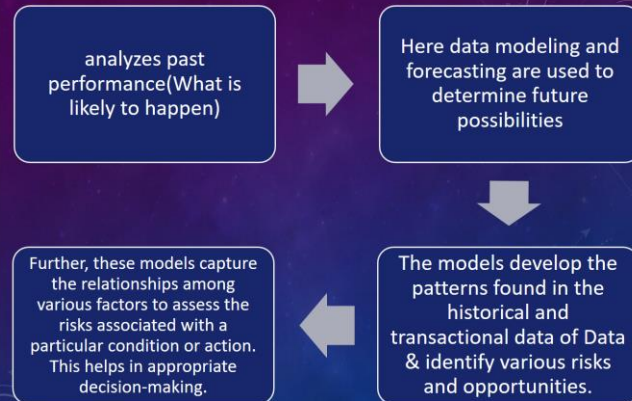
### Data Analytics 3.0 - The Beginning

- The underlying feature of Analytics 3.0 is the integration of many different strategies. Davenport recommended that organizations will use different types of DA to have a clear understanding of their own processes and improve the decision-making process. In the present-day scenario, enterprises are highly data-driven. Strong alignment between the technology team and the Data has resulted in several successful initiatives.

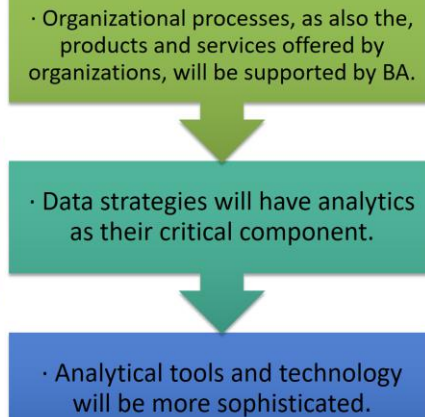
## Benefits of Data Analytics :-



## Predictive Analytics



## Analytics 3.0 - Characteristics:

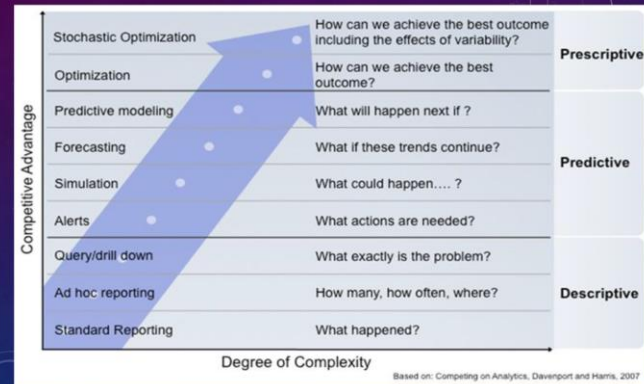


## Application of Prescriptive

- Uses tools such as machine learning, implied mathematical models and application of Data rules for providing decision alternatives.
- Healthcare industry, where prescriptive analytics can help hospitals analyze data related to the economic conditions and health trends of the population to plan for their strategic growth.
- Fluctuating gas prices can impact gas manufacturing costs. By using the techniques of predictive analytics, statistical methods and mathematical modeling, future gas prices can be predicted and accordingly, decisions can be made to reduce the production costs.



## Decisions from Analytics



## Success of Data Analytics



## Scope of Data Analytics

### Analytics in Practice:

#### Harrah's Entertainment

Harrah's owns numerous hotels and casinos

Uses analytics to:

- forecast demand for rooms
- segment customers by gaming activities

Uses prescriptive models to:

- set room rates
- allocate rooms
- offer perks and rewards to customers

## Analytics in Telecom Industry

### Scope of analytics for Indian Telecom

#### Customer Analytics

- Segmentation, loyalty, cross sell, retention

#### Market Analytics

- Sales performance, competitor analysis, Promotion campaign analysis

#### Supply chain Analytics

- Supply-demand, strategic sourcing, regulatory

#### Price Analytics

- Cross elasticity modeling, cannibalization analysis, pricing simulation, what-if modeling

#### Product/Service Analytics

- Category performance, fraud analysis, inventory analysis, discount and promotion analysis



## Data Analytics by Amazon Web Service

- These lab exercises teach students how to conduct Big Data analysis with practical, real-world examples. The labs and learning resources are designed to supplement an institution's existing data analytics courses and provide students with hands-on experience working with data at scale.
- Geared toward students interested in pursuing careers in data analysis, AWS Academy Data Analytics requires a strong foundation in IT concepts and skills, and it contains seven-and-a-half hours of content.

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