

Answer: Data analytics provides evidence-based insights, reducing guesswork and supporting data-driven decision-making.

Define the term "predictive analytics" in the context of business data analytics.

Answer: Predictive analytics involves using historical data and statistical algorithms to make predictions about future outcomes or trends.

What is the difference between data mining and data analytics?

Answer: Data mining focuses on discovering patterns and relationships in large datasets, while data analytics involves the broader process of extracting insights from data to inform decision-making.

How can businesses use sentiment analysis in data analytics?

Answer: Sentiment analysis can be used to analyze customer feedback and social media data to understand customer attitudes and preferences.

Explain the concept of "business intelligence" in data analytics.

Answer: Business intelligence refers to the use of data analytics to gather, analyze, and present information to support business decision-making processes.

What are the key steps involved in the data analytics process for business?

Answer: The key steps include data collection, data cleaning and preprocessing, data analysis, and data visualization.

How does data analytics help businesses gain a competitive advantage?

Answer: Data analytics allows businesses to uncover insights, identify trends, and make data-driven decisions, which can lead to a competitive edge.

Name a popular data visualization tool used in business analytics.

Answer: Tableau is a popular data visualization tool used by businesses to create interactive and visually appealing dashboards.

What is the importance of data governance in business data analytics?

Answer: Data governance ensures that data is properly managed, secured, and used in compliance with regulations and business policies.

How can clustering analysis be useful in business data analytics?

Answer: Clustering analysis can help identify groups of customers with similar characteristics, which aids in targeted marketing strategies.

Describe the process of data preprocessing in data analytics.