

# TRENDS IN DATA ANALYTICS

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## ABOUT DATA ANALYTICS

Data analytics is defined as a process in which raw data is analysed to find trends. It is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions and providing support for decision-making. The main components of an analytics are Data Component, Algorithm Component, Real World Component, and Ethical Component. Data component consist of sources of data and pre-processing of data. The major Software that can be used for data pre-processing include Pandas package in python, excel and R. Algorithm component describes the various algorithms that are applied to data to derive insightful information from the data. A model should be validated against reality for considering it to be meaningful in the real world component. Human input and experience is always important for making sense out of results produced by algorithms. Ethical Component describes to be ethical in all phases from data collection, to analysis, model building, testing and application. Data analytics keeps growing, changing the trends over time.

### Data Analytics

VS

### Data Science

- Data Querying
- Data Wrangling
- Statistical Modeling
- Data Analysis
- Data Visualization

- Data sourcing
- Data cleansing
- Data modeling
- Results evaluation
- Results testing and deployment

### Applications

1

Banking & Securities

2

Education

3

Transportation

4

Healthcare

# TRENDS IN DATA ANALYTICS

## Commercial AI/ML:

AI and ML have played a very crucial role in business. They help in providing many analytic driven decisions which can be executed with any human knowledge.

## Conversational analytics and NLP:

Search engines have exploited NLP and made normal people to easily access the internet with a friendly user interface. It has also made Business people ask questions about raw data and have an insight into it.

## Augmented analytics:

Automating the discovery and bringing out the most relevant market trends or improvements to make better decisions is known as augmented analytics.

## Graph Analytics:

Recently business professionals have been demanding more complex questions on raw and improved data which have been sourced from a variety of articles and external data.

## Continuous Intelligence:

Continuous Intelligence has become practical and can be implemented widely with the availability of cloud, advanced software that is used for streaming purposes and the data received from IoT sensors.



# SCOPE OF DATA ANALYTICS

The scope of data analytics in India includes companies in policing, banking, healthcare, fraud detection, e-commerce, energy, telecommunications, and risk management. JPMorgan, Accenture, Microsoft, Adobe, Flipkart, AIG, Ernst & Young, Wipro, Vodafone & Deloitte are the organizations that had the greatest number of openings for data analysts last year.

**“Data is what you need to do ANALYTICS.  
Information is what you need to do BUSINESS”**

- Jobs Owen