

Terminologies in Business Analytics

Business analytics begins with a data set (a simple collection of data or a data file) or commonly with a database (a collection of data files that contain information on people, locations, and so on). As databases grow, they need to be stored somewhere. Technologies such as computer clouds (hardware and software used for data remote storage, retrieval, and computational functions) and data warehousing (a collection of databases used for reporting and data analysis) store data.

Business analytics can be a complicated term to understand. With so many other complex terms surrounding business analytics, it can take time to understand multiple aspects of business analytics altogether.

Business Analytics Terminologies

Data Mining:

It systematically analyzes huge datasets to generate insightful information, identify patterns, and uncover hidden correlations.

Predictive Analytics:

This type of advanced analytics determines what is most likely to happen on the basis of historical data using machine learning, statistical techniques, or data mining.

Prescriptive Analytics:

Prescriptive Analytics is related to guided analytics, wherein your analytics is prescribing you towards a specific action to be taken. It effectively combines predictive analytics and descriptive analytics to drive decision-making.

Descriptive Analytics:

Descriptive Analytics involves informing you about past events by analyzing historical data and identifying patterns. Several organizations at a certain level of maturity in their analytics journey are already performing a degree of descriptive analytics.

Big Data:

Big data is a large and complex data set that contains unstructured and structured data, arriving in rising velocity and volumes.

Business Intelligence:

Business Intelligence implements services and software, helping business users make better-informed decisions by forwarding dashboards and reports to help them analyze certain data and actionable information.

Data Visualization:

Data Visualization refers to representing information and data through diagrams, tables, charts, or pictures to connect information, similar to how the human brain grasps information and identifies outliers accurately, precisely, and quickly.

Machine Learning:

It is a process of the practical application of artificial intelligence where a system utilizes information and data to study and improve over time by recognizing relationships, optimization, patterns, and trends.

Artificial Intelligence:

Artificial Intelligence imitates the human intelligence process but through machines. It combines robust data sets with computer science to enable problem-solving through the rapid learning capabilities of the machines.

KPI (Key Performance Indicator):

It measures performance over a certain time for a specific objective. KPI offers a team of organizations to aim for milestones to monitor progress and insights for making better decisions.

Data Warehouse:

It is a highly centralized data repository modeled from multiple sources. Data is stored in business language, providing consistent, quality-rich, and reliable information.

ETL (Extract, Transform, Load):

It brings together data from multiple resources into a large repository called a data warehouse. ETL, which stands for extract, transform, and load, utilizes a set of business rules for cleaning, organizing raw data, and preparing for machine learning, data analytics, and storage.

