GAEE JAMIA MILLIA ISLAMIA

Data Analytics and its imact on driving decisions across industries

SPEAKER

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Research associate – XIMB
–Tableau and Data Visualization expert

What is Data Analytics?

WhatsApp chat analysis (Peak time of sending messages)

Dashboard creation, public COVID 19 dashboards, Sales dashboards

Exploratory Data Analysis, government surveys analysis, NFHS survey, sampling

Statistical Insights (Descriptive and Inferential)

GETTING SOME SENSE OUT OF THE DATA

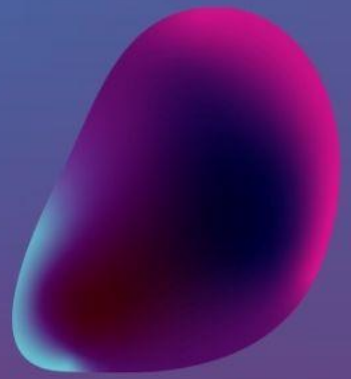
SOLVING PROBLEMS

Predicting stock market behavior, regression and correlation

Different roles in Analytics Industry

Data Engineer
Extracting data, web scraping, maintaining data pipeline

Data Analyst
Cleaning data, exploratory data analysis (EDA), getting insights



Data Scientist
Predictive modelling, statistical analysis, time series analysis

Business Analyst
Gathering business requirements, solving business problems, data-driven cases

Machine Learning Engineer
Training and deploying models, NLP, Recommendation systems, forecasting

Scripting VS Drag and Drop

Statistical Tools

R
SPSS
Stata
Python
MATLAB

In built libraries

Business Intelligence Tools

Tableau
Power BI
Google Data Studio
Datawrapper
AWS Quicksight

Interactivity

SOCIAL SECTOR CASE

Akshay Patra Foundation

Data Analytics to optimize delivery routes

Used big data analytics to find a way to deliver the mid-day meal to Government and Government-aided schools across the country in a cost effective manner.

Initially they were taking 34 routes to deliver food to Government schools in Bangalore and each route costs an average of INR 60,000 a month.

Using data analytics to study the number of vehicles used, the time and fuel consumed on each route, it was found that the number of routes could be reduced by five, resulting in the Foundation saving INR 3 lakh.

BUSINESS CASE STUDY

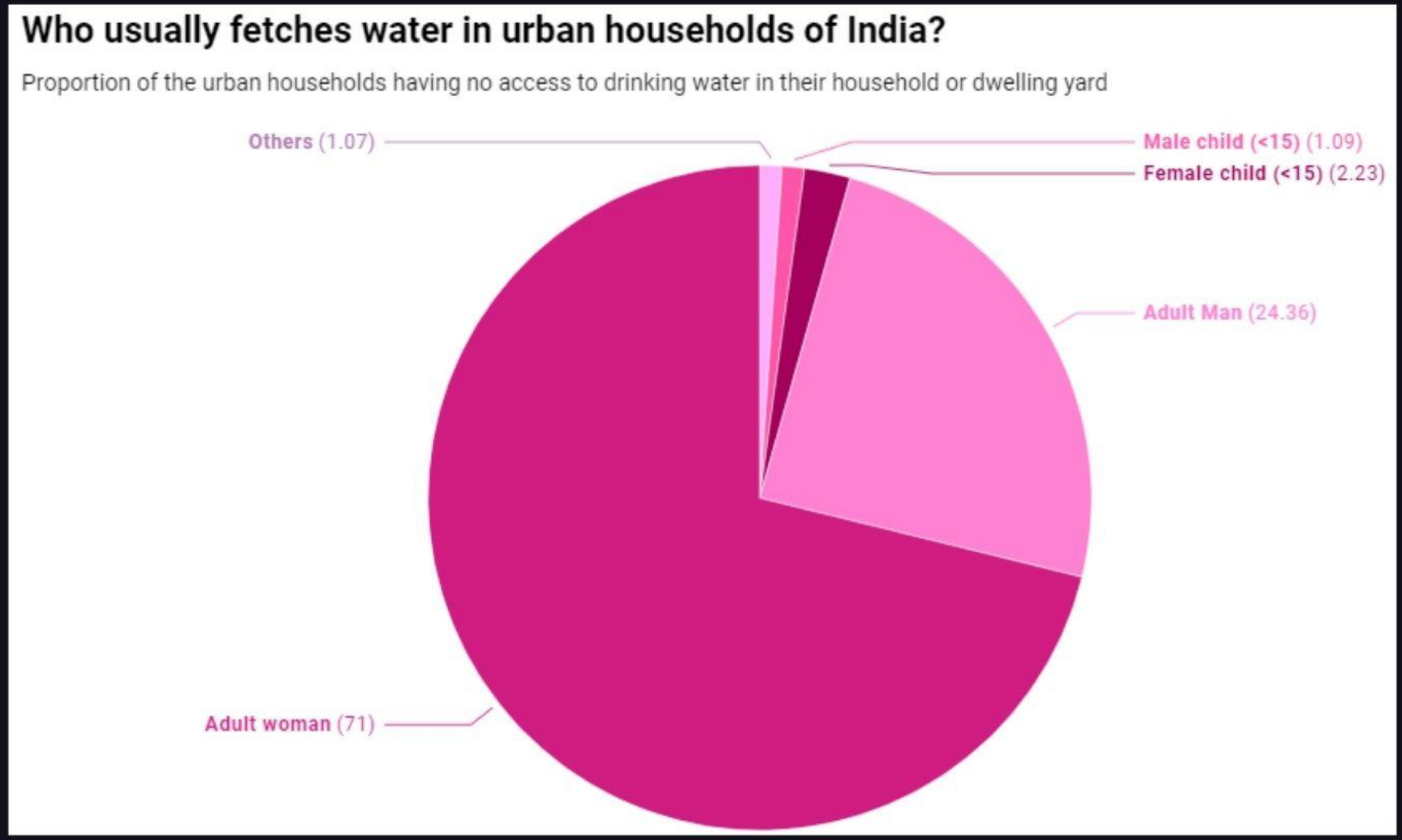
NETFLIX and House of Cards

1. Many watched David Fincher directed “The Social Network''
2. Users loved the British version of “House of Cards”.
3. Users who watched the British version also watched Kevin Spacey films and/or films directed by David Fincher.

Netflix made 10 different cuts of its trailer, and each of these were geared toward different audiences.

If you watched a lot of Kevin Spacey films, you saw a trailer featuring him. David Fincher fans would see a trailer featuring his touch.

Data Journalism



Policy assessment and planning

Evidence-based journalism

Facts over debates

On ground realities

PARI (P. Sainath), Video Volunteers,

Coding necessary?

NO

Humanities and Social Science Research
Statistics in a user-friendly interface
Paid license and Open Source software

Database handling- Querying language (SQL, NOSQL)

Takeaways

Excel is still the King

Business Intelligence taking over

Statistics and Maths

Open Datasets

Business problems and industry cases

Reporting and Publishing

Thank you!