



LISBON
**SCHOOL OF
ECONOMICS &
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UNIVERSIDADE DE LISBOA

Data Analytics

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Agenda

- Concepts
- 4 types of Data Analysis



Concepts

Data Analytics

Data Science

Data Mining

Machine Learning

Big Data

Business Intelligence

Business Analytics

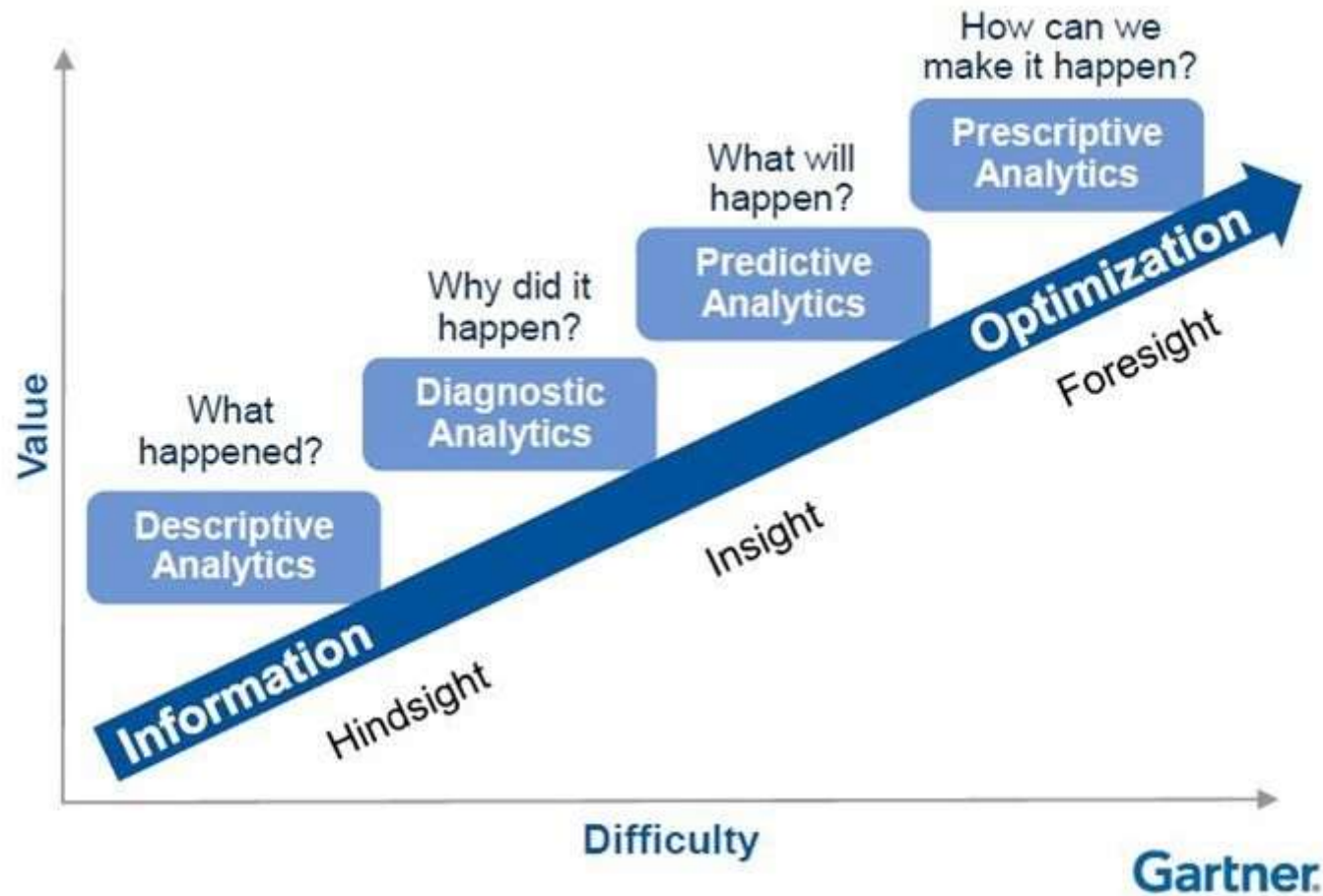


Concepts

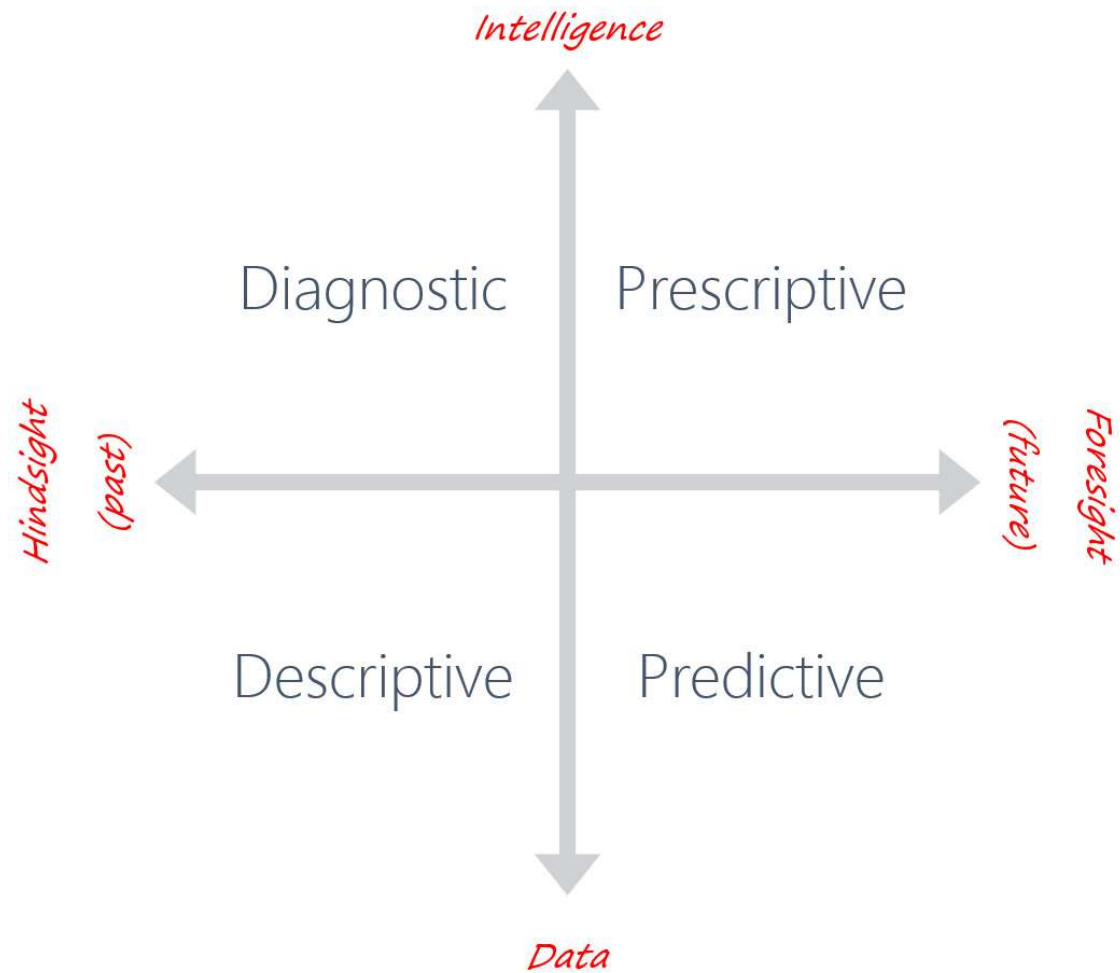
- Data Analytics vs Data Science
- Data Analytics, or data analysis, is similar to data science, but in a more concentrated way.
- The purpose of data analytics is to generate insights from data by connecting patterns and trends with organizational goals.



Difficulty and Value



Future/Intelligence



The Four Types *of* Data Analytics



Tools

- Weka
- Orange (included in Anaconda)
- Jupyter
- ...