# Analysis vs Analytics

Alright! So…
Let’s discuss the not-so-obvious differences
between the terms analysis and analytics.
Due to the similarity of the words, some people
believe they share the same meaning, and thus
use them interchangeably. Technically, this
isn’t correct. There is, in fact, a distinct
difference between the two. And the reason
for one often being used instead of the other
is the lack of a transparent understanding
of both.
So, let’s clear this up, shall we?
First, we will start with analysis.
Consider the following…
You have a huge dataset containing data of
various types. Instead of tackling the entire
dataset and running the risk of becoming overwhelmed,
you separate it into easier to digest chunks
and study them individually and examine how
they relate to other parts. And that’s analysis
in a nutshell.
One important thing to remember, however,
is that you perform analyses on things that
have already happened in the past. Such as
using an analysis to explain how a story ended
the way it did or how there was a decrease
in sales last summer.
All this means that we do analyses to explain
how and/or why something happened.
Great!
Now, this leads us nicely on to the definition
of analytics.
As you have probably guessed, analytics generally
refers to the future. Instead of explaining
past events it explores potential future ones.
Analytics is essentially the application of
logical and computational reasoning to the
component parts obtained in an analysis. And
in doing this you are looking for patterns
and exploring what you could do with them
in the future.
Here, analytics branches off into two areas:
qualitative analytics – this is using your
intuition and experience in conjunction with
the analysis to plan your next business move.
And quantitative analytics – this is applying
formulas and algorithms to numbers you have
gathered from your analysis.
Here are a couple of examples.
Say, you are an owner of an online clothing
store. You are ahead of the competition and
have a great understanding of what your customer's
needs and wants are. You’ve performed a
very detailed analysis from women’s clothing
articles and feel sure about which fashion
trends to follow. You may use this intuition
to decide on which styles of clothing to start
selling. This would be qualitative analytics.
But you might not know when to introduce the
new collection. In that case, relying on past
sales data and user experience data, you could
predict in which month it would be best to
do that. This is an example of using quantitative
analytics.
Fantastic!
To backtrack a little, you can combine these
areas with analyses also – you could perform
qualitative analysis – to explain how or
why a story ended the way it did. And you
can perform quantitative analysis – working
with past data to explain how sales decreased
last summer.
Perfect!
Now that we have cleared up the differences
between analysis and analytics it shouldn’t
be too difficult to see how terms such as
‘data analysis’, ‘data analytics’,
‘business analysis’ and ‘business analytics’
can have their unique meanings too.
More of this will be explained in the next
video which aims to simplify these, as well
as many more with a fantastic diagram. So,
let’s move on!

# Programming Languages & Software Employed in Data Science - All the Tools You Need

Alright! So…
How are the techniques used in data, business
intelligence, or predictive analytics applied
in real life?
Certainly, with the help of computers.
You can basically split the relevant tools
into two categories—programming languages
and software.
Knowing a programming language enables you
to devise programs that can execute specific
operations. Moreover, you can reuse these
programs whenever you need to execute the
same action.
As you can see from the infographic, R, and
Python are the two most popular tools across
all columns. Their biggest advantage is that
they can manipulate data and are integrated
within multiple data and data science software
platforms. They are not just suitable for
mathematical and statistical computations.
In other words, R, and Python are adaptable.
They can solve a wide variety of business
and data-related problems from beginning to
the end.
Of course, R, and Python do have their limitations.
They are not able to address problems specific
to some domains. One example is ‘relational
database management systems’—there, SQL
is king. It was specifically created for that
purpose. SQL is at its most advantageous when
working with traditional, historical data.
When preparing your BI analysis, for instance,
you will surely employ it.
Okay.
When it comes to data science, mentioning
MATLAB is inevitable. It is ideal for working
with mathematical functions or matrix manipulations.
That’s why it is present in all categories
except for ‘big data’. While respectable,
MATLAB usage is a paid service, and that’s
one of the reasons why it is losing ground
to open-source languages like R and Python.
Either way, R, Python, and MATLAB, combined
with SQL, cover most of the tools used when
working with traditional data, BI, and conventional
data science.
What about big data?
Apart from R and Python, people working in
this area are often proficient in other languages
like Java or Scala. These two have not been
developed specifically for doing statistical
analyses, however they turn out to be very
useful when combining data from multiple sources.
All right! Let’s finish off with machine
learning.
When it comes to machine learning, we often
deal with big data. Thus, we need a lot of
computational power, and we can expect people
to use the languages similar to those in the
big data column. Apart from R, Python, and
MATLAB, other, faster languages are used like
Java, JavaScript, C, C++, and Scala.
Cool.
What we said may be wonderful, but that’s
not all!
By using one or more programming languages,
people create application software or, as
they are sometimes called, software solutions,
that are adjusted for specific business needs.
Their smaller scope does not make them less
useful, in fact, just the opposite—they
are a lot easier to learn and be adopted by
others. You have already heard of several
of those.
Because of its ability to do relatively complex
computations and good visualizations quickly,
Excel is a tool applicable to more than one
category—traditional data, BI, and Data
Science. Similarly, SPSS is a very famous
tool for working with traditional data and
applying statistical analysis.
Among the many applications we have plotted,
we can say there is an increasing amount of
software designed for working with big data
such as Apache Hadoop, Apache Hbase, and Mongo
DB.
In terms of big data, Hadoop is the name that
must stick with you. Hadoop is listed as a
software in the sense that it is a collection
of programs, but don’t imagine it as a nice-looking
application. It’s actually a software framework
which was designed to address the complexity
of big data and its computational intensity.
Most notably, Hadoop distributes the computational
tasks on multiple computers which is basically
the way to handle big data nowadays.
Power BI, SaS, Qlik, and especially Tableau
are top-notch examples of software designed
for business intelligence visualizations.
In terms of predictive analytics, EViews is
mostly used for working with econometric time-series
models, and Stata—for academic statistical
and econometric research, where techniques
like regression, cluster, and factor analysis
are constantly applied.
As a final note, remember the following.
Should you have the relevant business and
theoretical knowledge, learning a software
tool is relatively easy as opposed to learning
a programming language. More importantly,
it will be sufficient for your need to create
quick and accurate analyses.
However, if your theoretical preparation is
strong enough, you will find yourself restricted
by software. Knowing a programming language
such as R and Python, gives you the freedom
to create specific, ad-hoc tools for each
project you are working on.
Great!
We hope we gave you a good idea about the
level of applicability of the most frequently
used programming and software tools in the
field of data science.
Thank you for watching!