Brief Summary of Analytics Wing Session 1

Date: 13th June, 2021

The session was all about data analytics and how it is useful in business development and growth. Data analytics has some components that can help a variety of initiatives.By combining these components,a successful data analytics initiative provides a clear picture of who we are ,where we have been and where we should go.

The session started with the definition of data with a business perspective and steadily moved towards making us clearly understand how it acts as a driving force for the growth of the company . We were also told about data

cleaning and how important it is to clean raw data to get the perfect market review and take the next step accordingly.

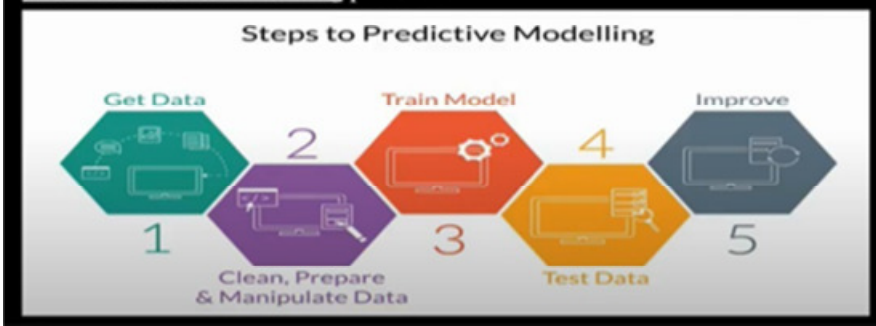
The seniors also introduced us to the factors of data analysis, or rather to be more precise they told us on what basis the data is analysed . The company's data set includes our gender , age , location and many other factors. The data set also tracks our cursor movement on their website and also the exit point from their website . As a whole, this helps them to analyse their loopholes. Seniors also took some

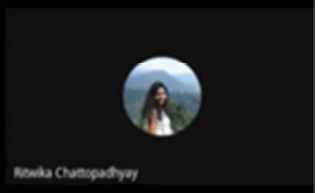
live examples of different companies and helped us to comprehend distinctly how they are actually utilizing the data to improve the customer-seller interface.

We as Juniors are eagerly waiting for such informative and innovative presentations on "DATA ANALYTICS" taken by the Analytics Wing of E-Cell,Jadavpur University.

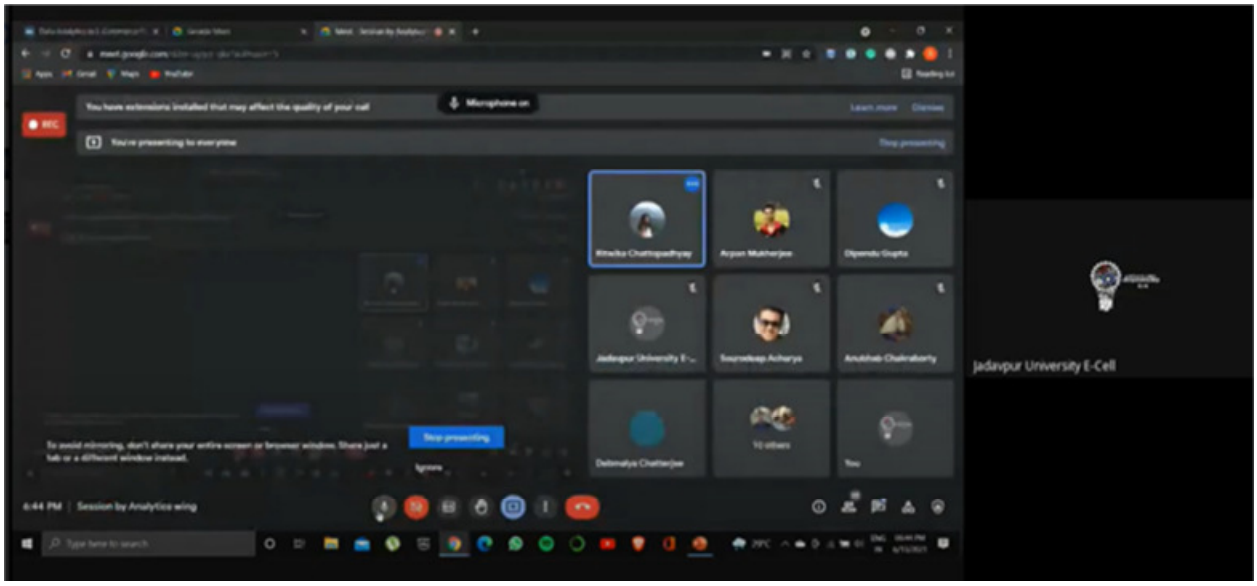
What is Data Analytics?

Data Analytics is the **collection, transformation and organisation** of various kinds of data to draw **conclusions**, make **predictions** and drive an **informed decision making** process.





Ritwika Chattopadhyay



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Data Analytics in E-Commerce

Recommendation Engine

The recommendation engine derives data about the user regarding their tastes and preferences from there online footprints and search patterns and uses various M.L algorithms to recommend the ideal product for you.

Market Basket Analysis

Market Basket Analysis is a technique that identifies the strength of association between a pair/group of products that are purchased together. It is basically based on the principle of correlation of products of similar kind or products which complement each other.

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