

## Business Analytics Principles Concepts And Applications

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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

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So in principal, what are the different types of analytics? 1. Descriptive Analytics. Let ' s start with the most basic type of analytics i.e. descriptive analytics. The objective of descriptive models is to analyze historical trends and figure out relevant patterns to gain insights on the population behavior.

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The main difference between the term " analytics " and " business analytics " is that " business analytics " requires the leveraging of measureable business performance to be included.