



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA106 FUNDAMENTALS OF DATA ANALYSIS**

**I YEAR /I SEMESTER**

**Unit 1 - EXPLORING DATA ANALYTICS**

**Topic 1: FDA - Introduction**



# FUNDAMENTALS OF DATA ANALYSIS

What is data ?

**Data** is a collection of facts, such as numbers, words, measurements, observations or just descriptions of things

| FV |                    |                 |               |               |               |              |
|----|--------------------|-----------------|---------------|---------------|---------------|--------------|
|    | A                  | B               | C             | D             | E             | F            |
| 1  |                    |                 |               |               |               |              |
| 2  |                    |                 |               |               |               |              |
| 3  | <b>Salesperson</b> | <b>Jan-13</b>   | <b>Feb-13</b> | <b>Mar-13</b> | <b>Apr-13</b> | <b>Y-T-D</b> |
| 4  | Julie              | \$3,527         | \$7,363       | \$9,696       | \$9,685       | \$30,271     |
| 5  | Richard            | \$8,473         | \$7,463       | \$2,424       | \$5,647       | \$24,007     |
| 6  | Bill               | \$6,373         | \$9,696       | \$3,565       | \$2,424       | \$22,058     |
| 7  | Osmand             | \$3,738         | \$2,424       | \$7,847       | \$366         | \$14,375     |
| 8  | Vanessa            | \$7,263         | \$2,452       | \$765         | \$2,537       | \$13,017     |
| 9  |                    | \$29,374        | \$29,398      | \$24,297      | \$20,659      | \$103,278    |
| 10 |                    |                 |               |               |               |              |
| 11 | Julie              | =RANK(B4,B4:B8) |               |               |               |              |
| 12 | Richard            |                 |               |               |               |              |
| 13 | Bill               |                 |               |               |               |              |
| 14 | Osmand             |                 |               |               |               |              |
| 15 | Vanessa            |                 |               |               |               |              |
| 16 |                    |                 |               |               |               |              |



# FUNDAMENTALS OF DATA ANALYSIS

What is Analysis ?

It means careful study of something to understand it;



© copyright Beyond Theory September 2016 - all rights reserved



# FUNDAMENTALS OF DATA ANALYSIS

What is data analysis ?

It is the process of collecting and organizing data in order to draw helpful conclusions from it. The process of data analysis uses analytical and logical reasoning to gain information from the data.





# WHY IS DATA IMPORTANT FOR YOUR BUSINESS?

- Data helps you make better decisions
- Data helps you solve problems
- Data helps you understand performance
- Data helps you improve processes
- Data helps you understand consumers
- Data helps you for business research



# Course Objectives

- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To become familiar with the processes needed to develop, report, and analyze business data.
- To learn how to use and apply Excel to solve business problems.





**RECAP**

**QUESTIONS???**

**THANK YOU**

