Better Analytics, Better Decisions

Abstract

Each and every industry today depends on data, and more importantly, business decisions are made on the basis of data. We present a project that depicts the importance of data and different kinds of simple tests and summaries that can be performed on the data and project it using graphs and other diagrams to present the conclusions.

Brief: We will use a sample or mock data of customers, products and inventory items. We then organize this data, clean it and make it homogenous. Then we perform summaries, filters etc to then deduct information from the summaries that were performed on various fields.

Then we present these results in graphical representation, so that a person not familiar with this data can understand what this data conveys and how some kind of decisions will depend on this data.

Aim:

1) To understand the importance of data and how to make prudent decisions.
2) To get a knowledge of excel functioning and performing summaries using pivots and other functions in excel.
3) To understand certain concepts of statistics, and graphical representation of data.
4) To encourage students to bend towards field of analytics, mathematics and statistics and be able to see a career in the same.

Requirements:

1) Laptop with Microsoft office.
2) Basic understanding of excel.
3) Data entry in excel.
4) Basic knowledge of power point presentations.