

# What Is Data Analytics?

Data analytics uses artificial intelligence (AI) techniques, such as machine learning and deep learning, to transform data into business intelligence. Ultimately, these insights help business leaders make informed decisions to meet their organizational goals.

## Data Analytics at a Glance

### Business analysis challenges:

Businesses need to quickly analyze large volumes of diverse data to gain immediate, usable results.

Traditional data analytics methods are limited to interpreting current and historical information.

Data analysts must continually evolve their skills to avoid missing critical insights.

### Solution:



Advanced AI-based analytics solutions accelerate real-time data processing for maximum value.



AI data analytics methods can help businesses forecast future events and trends.



AI helps automate steps in the traditional data analytics workflow, delivering faster and more-accurate results.

## Benefits of Data Analytics

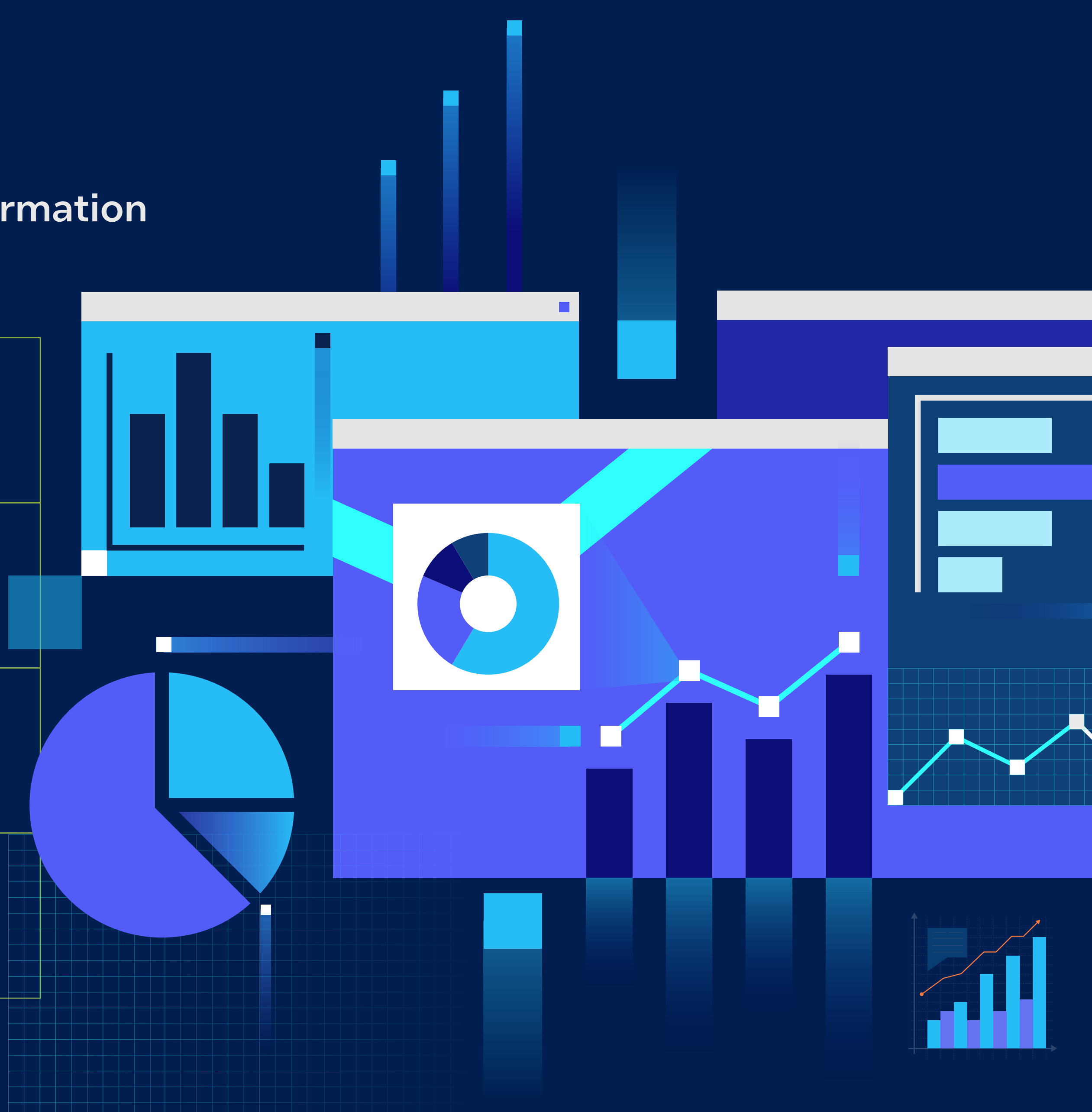
AI-enabled data analytics delivers actionable information to help organizations compete and innovate.

**Deeper insights:** Discern and leverage more-complex patterns within data.

**Customer knowledge:** Apply market segmentation and predictive analytics.

**Strategic forecasting:** Predict demand to make better-informed supply decisions.

**Risk management:** Detect fraud, analyze sentiment, and predict maintenance needs.



## The Data Pipeline

