

# Praxis Lab Weekly Reading Summaries Week 11

Andrew Yang

## **Lisa Morgan**

Predictive analysis improves companies' operations, such as reducing the time a product needs to hit the market, and optimizing the workforce.

## **Bernard Marr #1**

There are many different data analytic tools for businesses to use, and this article introduces 18 of these methods to us, so we know what to use in different situations.

## **Rob Marvin**

Predictive analysis what businesses use to analyze the data they collect, based on regression analysis, attempting to predict a correlation.

## **Bernard Marr #2**

Big data is relevant to all companies, they are assets, they help companies with market and customers, improve internal operations, and make customer experience better.