



## **Business by the Numbers: Data Analytics**

*Learn how data analysis boosts revenue and helps businesses work more efficiently.*

### **Event Components:**

This prerecorded event takes a look into how businesses use data analysis to work smarter while boosting production and revenue.

### **Service Area:**

Business

### **Audience:**

Iowa Students

### **State Standards Covered:**

- Business 9.1 - Use information literacy skills to increase workplace efficiency and effectiveness.
- Business 9.3.1 - Identify ways that technology impacts business.
- Business 9.4 - Apply data mining methods to acquire pertinent information for business decision-making.

### **For Educators & Students:**

Pre-Event Questions to Consider

- What is data analysis?
- What type of data would a business collect?
- How can businesses use data?

Post-Event Questions to Consider

- What types of data analysis software exist?
- How does data analysis help boost revenue?
- How is technology used in data analytics?
- What changes do you anticipate occurring in the next 10 years regarding how businesses use data?