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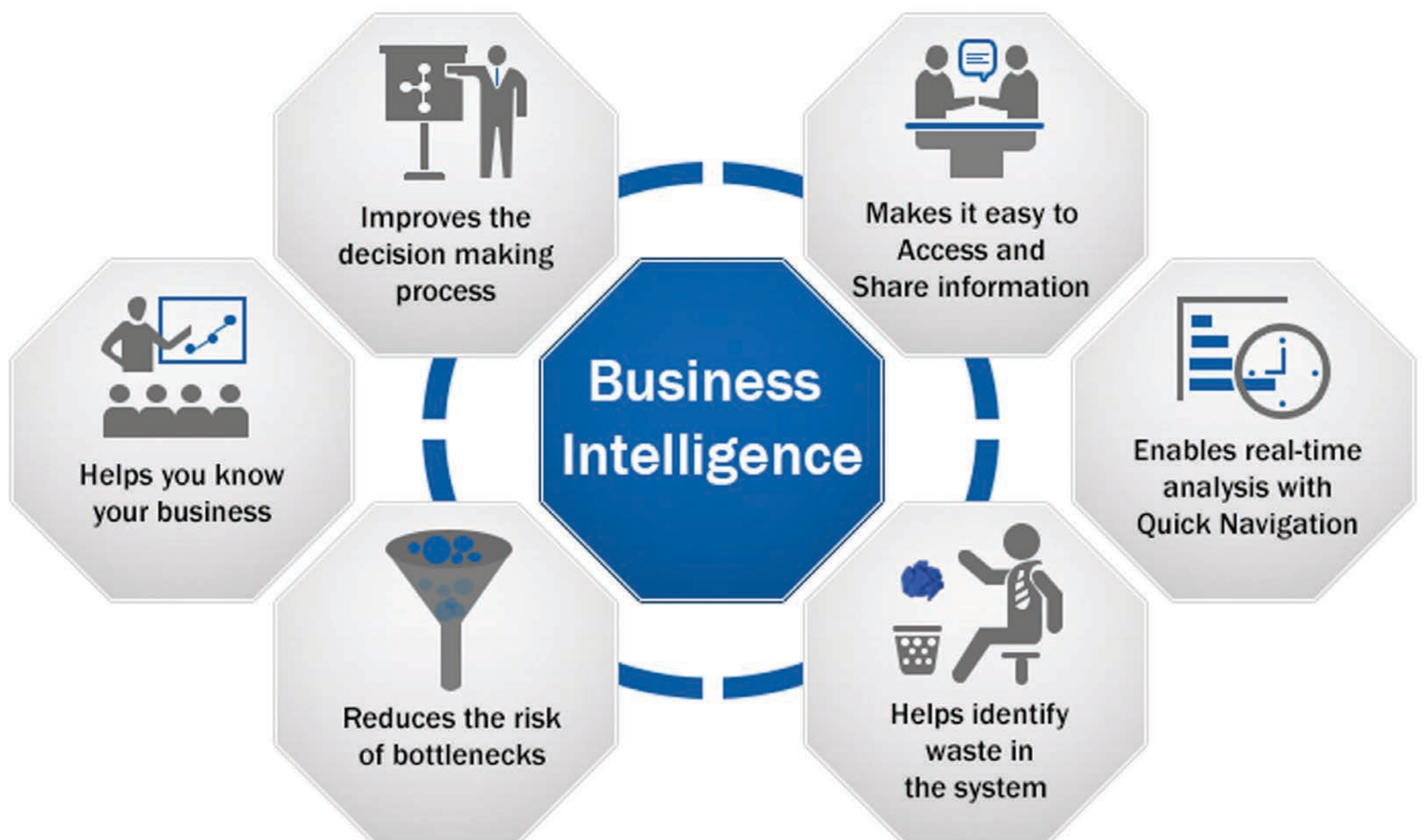
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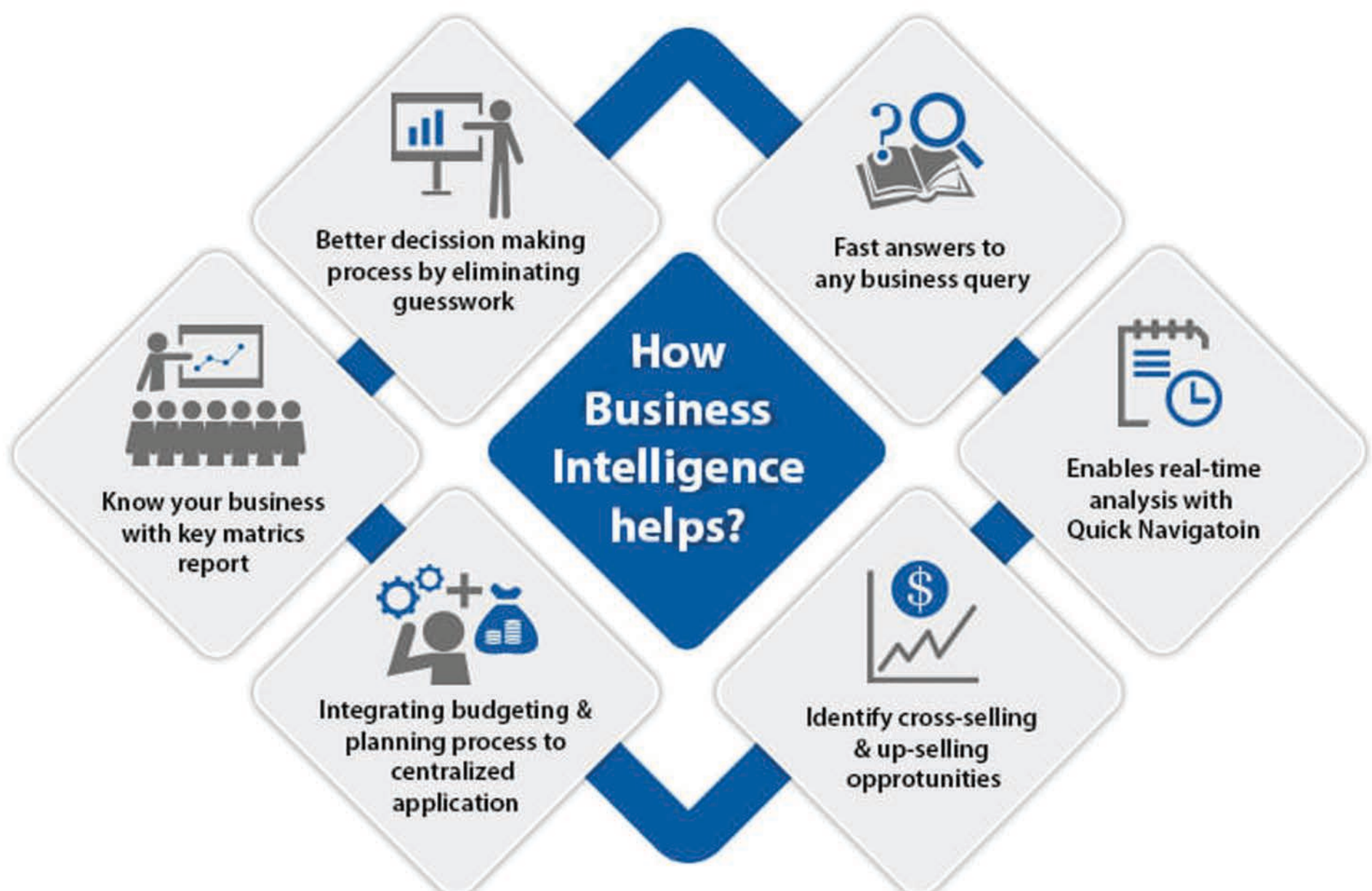
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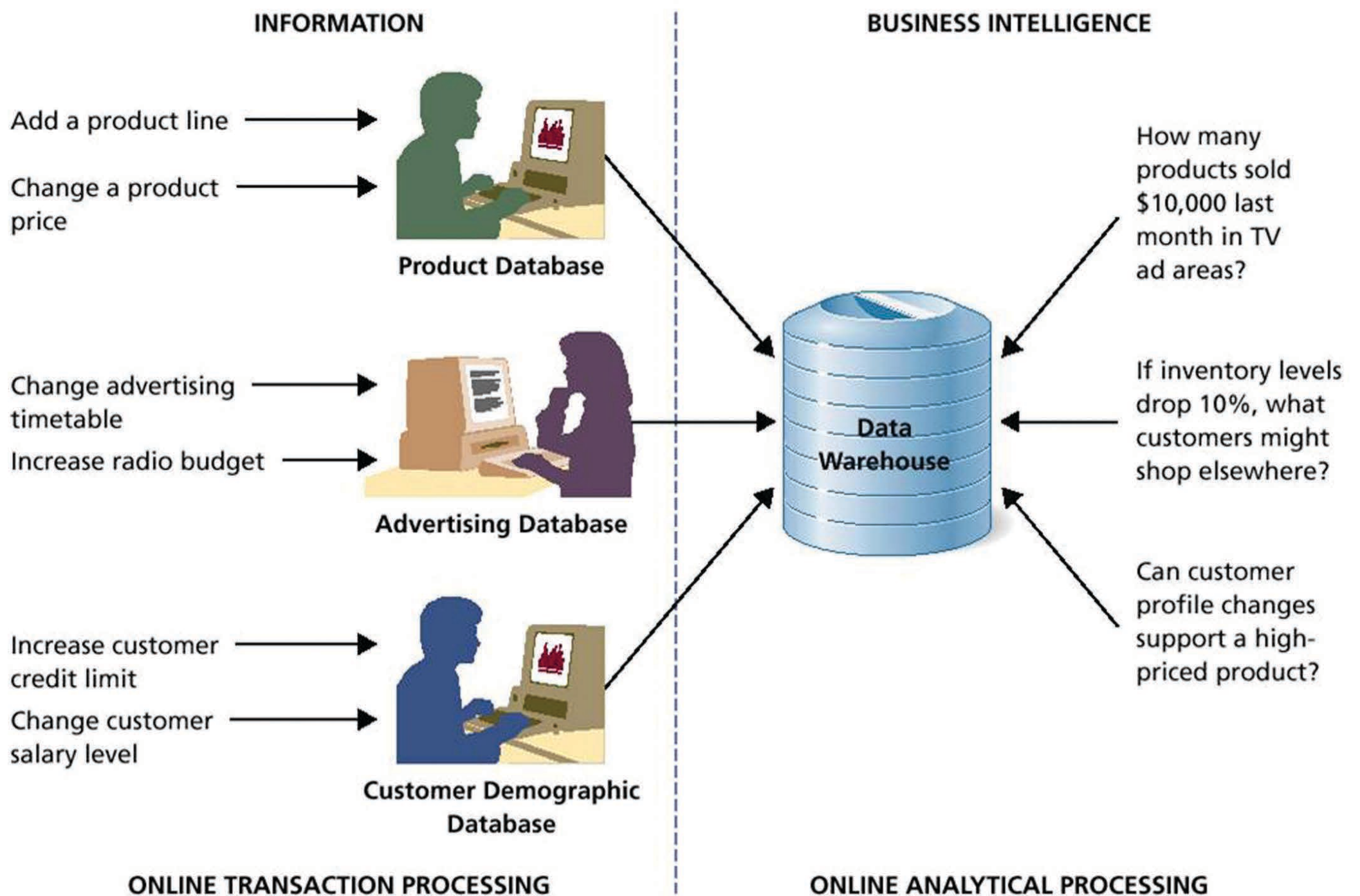
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Business analytics (BA) is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. **Business analytics** is used by companies committed to data-driven decision-making.



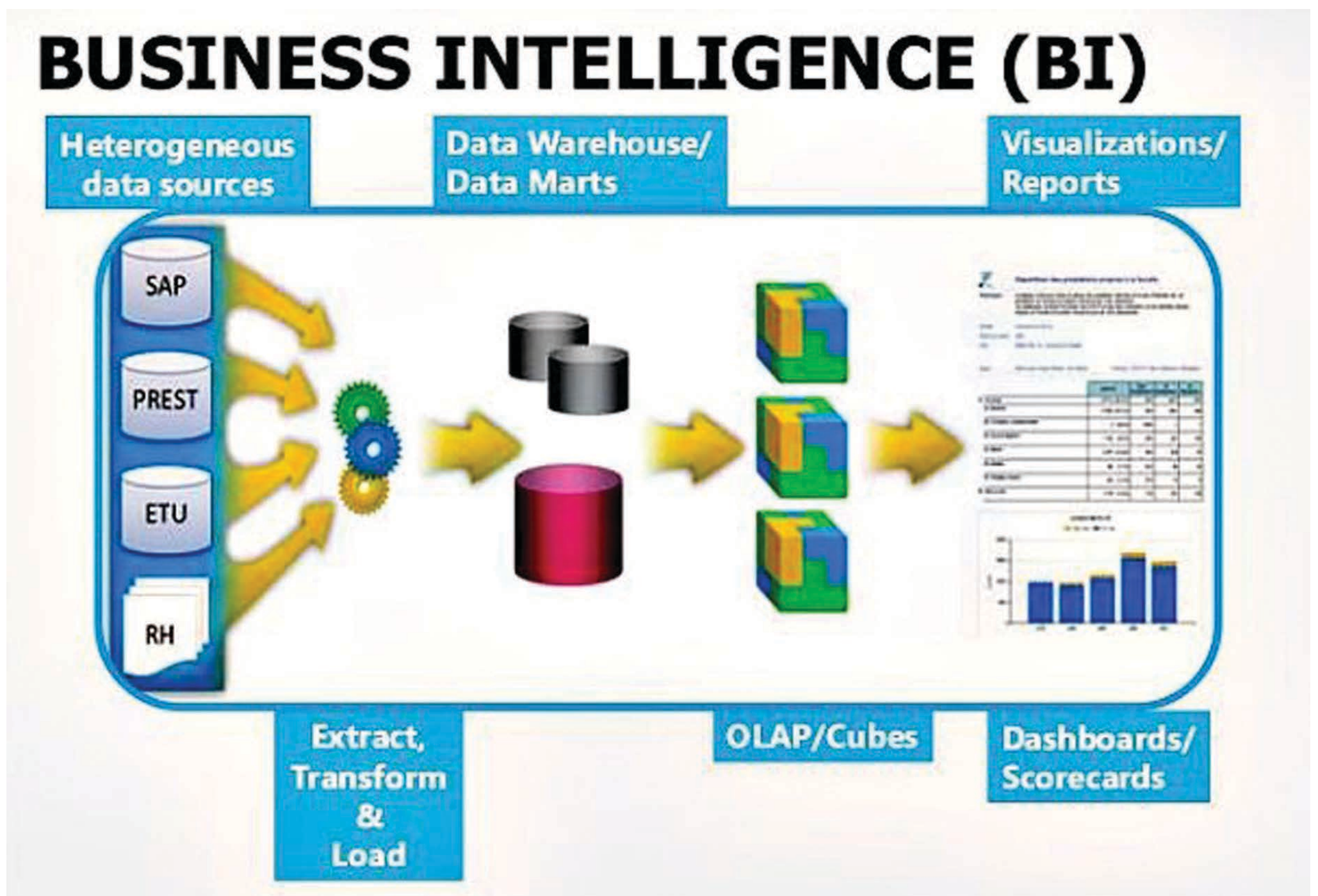
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The **data mart** is a subset of the **data warehouse** and is usually oriented to a specific business line or team. Whereas **data warehouses** have an enterprise-wide depth, the information in **data marts** pertains to a single department.