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Review of End-to-End Data Analytics Platforms: Streamlining Data Management and Decision-Making in Higher Education

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Data analytics platforms such as Alteryx, Tableau Prep, RapidMiner, and other similar data preparation and analytics tools have revolutionized the way businesses and individuals handle large volumes of data without the need for advanced programming skills. Likewise, these platforms have become important tools within higher education settings. They are increasingly utilized to perform complex data collection, wrangling, transformation, analysis, and visualizations in ways that were once complex or time-consuming. This review paper highlights the importance of these platforms in a data-driven education world, emphasizing their impact on operational efficiency and informed decision-making across diverse academic fields. It also explores the differences between these platforms, offering a comparative analysis of their unique features and functionalities. Overall, these package programs optimize data management, enhance productivity, and broaden access to data analytics across diverse user groups, all of which are essential in today's data-driven world.

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Primary authors: ADAR, Menekse; Dr VAROL, Serkan; Mr RIDDER, Zachary

Presenter: ADAR, Menekse

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