Module 15 · Tools for data analytics P16 · 15.0

SM pp. 722–746. **MCQ (ix) in every paper since Dec'25's fixed order**, 1–2 MCQs a paper; no long question since Jun'23. Module 15 per paper: **J26-2 · D25-2 · J25-4 · D24-4 · J24-4 · D23-4** (J23-6). Learn as facts.

Asked	Answer
D23 (xiii)	not BI: AWS Glue (an ETL tool)
D23 (xiv)	financial analytics tools: Hyperion, Jedox, NetSuite
J24 (ix) · D25 (ix)	features of Jedox · of Zoho Analytics
J24 (x)	"why did profit fall" = diagnostic analytics
D24 (xi)	not a spreadsheet: EViews
D24 (xii)	"# Script Ends" = a comment in the SM's Python example
J25 (iv)	financial data analytics: value driver, ratio, predictive sales
J25 (v)	runs on many systems = platform independent (Python)
J26 (ix)	QuickBooks = accounting and financial management

- **Four types**: descriptive — what happened · diagnostic — why · predictive — what is likely to happen · prescriptive — what action to take. [SM 723–724]
- **ETL (data transformation)**: Xplenty, Stitch, Glue (the SM prints "ABS Glue"), Skyvia. [SM 725]
- **Spreadsheets**: MS-Excel (pivot tables, scenario manager), Google Sheets, Quip. [SM 725–726]
- **BI tools** retrieve, analyse and turn data into visual insights: data mining, predictive analytics, NLP, OLAP, visualisation, dashboards, alerts, embedded analytics. [SM 727–731]
- **Financial analytics** types incl. value driver analytics and ratio analysis; tools **Jedox, Zoho Analytics, QuickBooks**; others Hyper Anna, NetSuite, FICO. [SM 733–735]
- **R**: open source, statistical, command line, platform independent, integrates with C / C++. [SM 736–737]
- **Python**: interpreters (IDLE on Windows; preinstalled on Ubuntu, Fedora); uses in security, Raspberry Pi, games, AI, NLP. [SM 742]

Practise: the eleven MCQs above · SM exercise MCQs (end of the module) · MCQ bank (Module 15 range).