Data analytics is the science of analyzing data to draw insights from and make conclusions about information. In businesses, this allows you to take a data driven approach to analyzing and solving problems, which is more efficient and practical than taking a shot in the dark. As IoT advances, the amount of data available for us to analyze is growing exponentially leading to a data overload.

One practical use of data analytics is in predictive maintenance of machines on a line. Using IoT sensors, you can collect real time data on a machine’s performance and health. Analyzing this data allows you to predict when the machine will need maintenance and plan ahead so you can fix it before it breaks, making you more proactive than reactive.