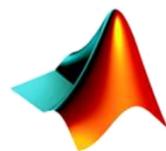# Analytic tools in business on which you can rely confidently

Business analytics has become a mandate for organizations these days. There are a plethora of tools available currently from which organizations can choose the best one that suits their precise needs. Some of the most popular analytic tools used by businesses in India and worldwide are discussed below.

MS Excel: One of the most common and excellent tool is MS Excel. Even when you run huge statistical analysis, for reporting and presenting results, you will have to use Excel. The tool is very user-friendly but only an expert outsourcing company can leverage its upsides to the highest possible level. MS Excel is being increasingly preferred these days and the latest versions are capable of handling tables with even up to one million rows.

MATLAB: The software is developed by MathWorks, one among the most reputed groups. It facilitates easy matrix manipulations, data and functions plotting, algorithms implementation, user

interfaces creation and a lot more services. A lot of additional features propel MATLAB as best solution for many areas including statistics, image processing and bioinformatics. It is not free but there are some clones like Scilab and Octave with similar functionalities.

SAS: Another effective tool used by Indian outsourcing data analysis service providers is SAS and it boasts to be one of the independent and biggest vendors in the market of business intelligence. Though the pricing is anticompetitive, it is one of the most widely used tool in Indian market because of the simple reason that it is packed with immense capabilities ranging from data managing to radical analytics.

Statistica: StatSoft avails a statistics as well as analysis software suite namely Statistica. It helps with the data analysis, management, mining and visualization processes. It supports various analytic techniques. A lot of outsourcing Indian companies use this suite as it meets most of the requirement of the customers with ease and efficiency. Though pricing is really competitive, the GUI fails to be user-friendly. Thus it assures value for money but takes time to be mastered.

KXEN: It is one among very few companies that initiates automatic analytics. The products by them are preferred by many Indian outsourcing companies as they are fast, user-friendly and a huge amount of data can be handled. The results are great from this tool but it works almost like a 'black box'. Understanding and explaining the result is quite unfeasible.

Assigning data analysis requirements to an expert and reputed outsourcing Indian company will surely be a great move to make.

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