

# Data Analytics in Healthcare Industry

**Dr. K. Sharmila<sup>1</sup> and Mrs. N. Shyamala Devi<sup>2</sup>**

Associate Professor, Department of Computer Science<sup>1</sup>

Assistant Professor, Department of Computer Science<sup>2</sup>

Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai, India

sharmila.scs@velsuniv.ac.in<sup>1</sup> and nshyamaladevi.scs@velsuniv.ac.in<sup>2</sup>

**Abstract:** *The Healthcare industry is one of the most challenging industries when it comes to data analytics and management. The massive influx of complex data in the healthcare industry makes it almost intimidating for organizations that don't have the right data analytics and management tools to handle it. This also results in the failure of such organizations to squeeze out meaningful insights from the data, which otherwise can be used to improve the quality of healthcare offered to patients, as well as, to increase the efficiency of the organization. There are many powerful analytical tools that are available in the market that can help us leverage the volumes of data available. The goal of this paper is to provide a comprehensive use of health data analytics which allows the modern world for the improvements of patient care, faster and more accurate diagnoses, preventive measures, more personalized treatment and more informed decision-making. At the business level, it can lower costs, simplify internal operations and more.*

**Keywords:** Healthcare, data analytics, decision making

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