Tool vs Analyst

## Think about the value of various data sources and marketing analytic tools and the importance of the role that the analyst plays during the process of decision making. Then respond to the following question:

## In one of the lectures, the instructor mentions that "No tool is ever as valuable as the analyst." Do you agree with this statement? Explain your opinion by providing a reasonable argument along with one or two examples.

Yes, I agree.  
  
Ed Catmull, a co-founder of Pixar, wrote an entire book (Creativity Inc) to drive the point that you could give a great team bad ideas and they’ll make it gold, while a bad team can make any good idea suck.  
  
A few examples would be:

1. FAANG companies, which have a very high bar to attract the best talent. Over time they develop and gain tools, but it is because of the talent they recruit.
2. Pixar became one of the best animation studios in the world and, as argued by Ed, it is the people that make the tools a success. Toy Story 1 had more Ph. D. computer science employees working on the film than most technology companies had at the time, and they then built the tools. Not the other way around.