How important is data analitcs for a business strategy.

Introduction

Nowadays most big companies has been using data to help in every step from this company, but when one business can start to implement data on your strategyc

It is important after all know about your customer, about the place where your business is going to be implanted, or if this specific business can be a good idea or not after a while, where the company can invest financial resources, how many staff a company need to be successful in your goals etc.

In another words, every step is necessary collect data to make sure about strategy and future decisions.

This project is going to help us to understand how important is implement the data analysis on the first steps of a company, this project going to present an prove that have the right information can help to grown a business in a very fist steep.

A entrepreneur can decide if the best option is open a restaurant or a clothes store for example, using the a simple information that how is the environment to make this decision.

In this semester initially it is going to be present how data can help in a beginner of one business, also how the data analysis can help in business strategy in a short and long term.

For the second semester is going to be present data from small business that are using data or note and how use data can improve the sales and success of a business.

The data in these resources is going to be collected from public bases, small and big companies that are using data on your strategy. Also is going to be present some cases about the data could help and how can help now.

Enterpises using software solutions (CRM) to help in marketing actions

<https://ec.europa.eu/eurostat/databrowser/view/tin00116/default/bar?lang=en>

**Google Scholar**, **ResearchGate**, **Statista**, e **Kaggle**.

<https://ec.europa.eu/eurostat/web/products-datasets/-/isoc_eb_ics>

\*https://www.statista.com/search/?q=+market+data+%26+analysis&Search=&p=2

Data usage in marketing and advertising - statistics & facts

<https://www.statista.com/topics/4654/data-usage-in-marketing-and-advertising/#topicOverview>

**Why are\*\*\*\* Data Science and AI Important for Investment Professionals?**

The explosion and democratization of data brought about by the internet and digitalization have meant that investors can no longer rely on privileged access to information to drive investment outperformance.

As investment firms have incorporated [data science and AI](https://www.cfainstitute.org/en/programs/cfa/python-data-science-and-ai) into almost everything they do (see Figure 1), there is a growing need to instill at least a basic familiarity with these topics across their entire workforces, rather than leaving it to technology or data science teams to handle all the data. In short, it is now imperative for [investment professionals to be proficient in data science](https://store.cfainstitute.org/data-science-for-investment-professionals-certificate/).

[Data Science and AI: A Guide for Investment Managers (cfainstitute.org)](https://www.cfainstitute.org/en/professional-insights-stories/data-science-AI-guide-for-investment-managers?form=MG0AV3)

For all the information composed here in this note will be applied in my college work that is researching about Use of technological tools within companies and strategies It also addresses about marketing strategy About the use of CRM Mem Business strategy also how this ferment can help in the growth of a company and its future success.

Many entrepreneurs, when they decide to open a business, usually open this business based on what they already know or something they want to create, but most of them, according to Bibliography add, do not know for sure what are the first steps to take, what market niche will be reached or what type of customer will be served even if the business will be successful or not.

Tito this We started talking about data analysis and how data can be efficient for a good business strategy for your initiation.

With a good database or company is able to predict gains and losses in the short, medium and long term, an example is to find

**Data Smart: Using Data Science to Transform Information into Insight" by John W. Foreman**:

**Business Intelligence Guidebook: From Data Warehousing and OLAP to Data Mining and Knowledge Management" by Rick Wickham**

\*\*\* This is a business-centric definition. It's about a usable and

valuable end product derived from data. Why? Because I'm

not in this for research purposes or because I think data has

aesthetic merit. I do data science to help my organization

function better and create value; if you're reading this, I

suspect vou're after something similar

Foreman, J.W. (2013). *Data Smart*. John Wiley & Sons.