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)

We know already how important is data for decisoes making, marketing,