**Importance of Data**

1. Empowering Management and Officers to Make Better Decisions. Data facilitate improved decision-making processes across the entire organization, through measuring, tracking, and recording performance metrics and other information.

### 2. Directing Actions Based on Trends—which in Turn Help to Define Goals. The organization’s data after being examined and explored can be used to recommend and prescribe certain actions that will help improve the institution’s performance, better engage customers, and ultimately increase profitability.

### 3. Challenging the Staff to Adopt Best Practices and Focus on Issues That Matter. Data can be used to prepare the staff for success with the demonstration of the effective use of the system to extract insights and drive action. Once the staff understands the product capabilities, their focus can shift to addressing key business challenges.

### 4. Identifying Opportunities. Data question the existing processes and assumptions for the purpose of developing additional methods and analytical algorithms.

### 5. Decision Making with Quantifiable, Data-driven Evidence. Data gathering and analyzing from various channels has ruled out the need to take high stake risks. Data are used to create models using existing data that simulate a variety of potential actions—in this way, an organization can learn which path will bring the best business outcomes.

### 6. Testing These Decisions

### 7. Identification and Refining of Target Audiences. The importance of [data science](https://www.simplilearn.com/what-is-data-science-article) is based on the ability to take existing data that is not necessarily useful on its own and combine it with other data points to generate insights an organization can use to learn more about its customers and audience.

### 8. Recruiting the Right Talent for the Organization. By mining the vast amount of data that is already available, in-house processing for resumes and applications—and even sophisticated data-driven aptitude tests and games—data science can help your recruitment team make speedier and more accurate selections.

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**How could you use GPS data from a car to determine the quality of a driver?**

### The quality of a driver can be accessed based on the following GPS data:

### · Driving Speed

### · The quality of the road

### · Harsh accelerations

### · Harsh braking

### · Harsh cornering