

# **1. Why is it now a common norm to see data analysts and scientists holding key organizational positions and being assigned key organizational duties?**

## Data Drive Decision Making

Organizations often rely on data to inform strategies, understand the current market and enhance customer experiences.

Data analysts in this case, provide insights that guide these decisions.

## Competitive Advantage

Companies have now recognized that leveraging data effectively can set them apart/put them at the forefront of their competitors.

Skilled analysts can uncover trends and predict outcomes.

## Operational Efficiency

Data analysts and scientists identify inefficiencies enabling businesses and organizations streamline their operations and reduce production costs to improve productivity.

## Customer Insights

Analysts are trained to analyze customer data and product preferences allowing and enabling businesses to adjust accordingly to improve customer satisfaction hence enhancing loyalty.

## Risk Management

Data analysts help identify potential risks and vulnerabilities enabling businesses to develop strategies to mitigate them and enhance general resilience/efficiency.

## Innovation

Data driven insights can spark new ideas and innovations helping businesses stay on top of emerging needs of the diverse market.

## Performance Measurement

The data analysts and scientists can track key performances through data analysis providing steps and suggestions to what is working, what needs improvement and what needs to be discontinued all together.

**2.The cost(s) associated with a lack of investments in good data analysis are much less in comparison to the missed opportunities to an organization, do you agree with the statement and why?**

Yes, I agree with the statement.

-While there are costs associated with lack of investment in good data analysis, the missed opportunities can be far much worse.

Example; Without insights derived from data, organizations may struggle to innovate and miss out on potential growth in the market.

Relying on outdated information can result in failure to resonate with customer needs and change in market dynamics causing the business to lag behind.

In summary, potential missed opportunities can have far-reaching long-lasting impact on organization's success.

Investing in good data analysis can lead to better decision making, greater innovation and ultimately a stronger competitive position.

**3.What are the common effects of poor data quality?**

a) Customer Dissatisfaction

Poor data quality can lead to inaccurate customer information, resulting in ineffective marketing efforts and negative customer experience.

b) Inaccurate Decision Making

Decisions made based on flawed data may lead to misguided strategies resulting in wasted resources and missed opportunities.

c) Decreased Efficiency

Inconsistent data/incorrect data can slow down general operations and business processes hence reducing the speed of efficiency and general performance.

d) Increased Costs

Organizations may incur extra costs due the need of data cleaning, correction and re-analysts hence leading to losses.

e) Damaged Reputation

Consistently delivering poor quality products or services due to faulty data can harm an organizations reputations and general customer trust.