HW #0

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1. You are an analyst for a firm that imports and distributes specialty oils and vinegars and your company wants you to evaluate their options for taking advantage of cutting-edge business analytics. What are their choices? What will you recommend?
2. Identify three unique business situations for which data analytics may not be appropriate. Identify why data analytics are not appropriate in these situations and how a decision maker should make their decision without using data.

***The dataset is too small***

***Data quality, unstructured***

***Data quality unreliable***