

CENG 574

Statistical Data Analysis

Spring 2025-2026

Assignment 1

Due date: 26 February 2026, Thursday, 23:59

1 Tasks

- Read the article titled “Evaluating the impact of big data analytics usage on the decision-making quality of organizations” (available on ODTUClass) and summarize it using your own words.
- Describe the strengths of the study.
- Describe the weaknesses of the study that provide room for improvement. What would you do about them?