**Day 08 Assignment 01**

**Why Data is Important to any Organizations?**

* There are numerous reasons for why being data important to any organizations.
* **Organizations can use data to make various decisions including:**

1. Finding new customers
2. Increasing customer retention
3. Improving customer services
4. Better managing marketing efforts
5. Tracking social media interaction
6. Predicting sales trends

* **Data helps organizations understand performance:**

Organizations can use data to get insights into current operations, allowing them to identify areas for improvement.

* **Data helps organizations improve processes:**

Data helps organizations understand and improve business processes so they can reduce wasted money and time. Every company feels the effects of waste.

For example, bad advertising decisions can be one of the greatest wastes of resources in a company. With data showing how different marketing channels are performing, however, you can see which ones offer the greatest ROI and focus on those.

* **Data helps organizations understand consumers:**

Without data, how do organizations know if consumers like their products or if their marketing efforts are effective? Without data, how do their know how much money they are making or spending? Data is key to understanding customers and market.

* **Data for employee’s performance analyzation:**

Analysing employee performance data helps identify skill gaps and training needs, enabling targeted development programs to improve individual and team productivity.

**Importance of Data in ApexaiQ:**

* In ApexaiQ data is used for in asset management.
* Data about the IT assets are taken processed and used for the management purpose.
* ApexaiQ manages the proper asset data by the following ways:

1. Removes duplicate asset data to eliminate redundancies and inconsistencies
2. Tag asset data to define relationships between different asset types, apply consistent structures across all asset data
3. Enriches asset data by integrating asset data from your various data sources to provide stronger and more reliable data.

* ApexaiQ takes data of the Hardware, Software and various other things including drivers, sockets and all things included in the IT environment.
* They can use clean data for predictive analytics, streamline procurement, and optimize asset lifecycles to ultimately reduce asset technical debt and reduce business risk.

**What is Hardware and Software:**

1. **Hardware:** Hardware refers to the external and internal devices and equipment that enable you to perform major functions such as input, output, storage, communication, processing, and more.

Examples:

* External:- Monitor
* Keyboard
* Mouse
* Docking station
* Webcam
* Printer
* Internal: Motherboard
* Power supply

**2. Software:** Software is a set of instructions, data or programs used to operate computers and execute specific tasks.  Software is a generic term used to refer to applications, [scripts](https://www.techtarget.com/whatis/definition/script) and programs that run on a device.

There are two types of software:

* **Application software:** The most frequently used software is application software, which is a computer software package that performs a specific function for a user or, in some cases, for another application. An application can be self-contained, or it can be a group of programs that run the application for the user.
* Examples:  Microsoft Word, Adobe Photoshop, Google Chrome etc.
* **System software:** These software programs are designed to run a computer's application programs and hardware. It’s a link between Hardware and Software. System software coordinates the activities and functions of the hardware and software. In addition, it controls the operations of the computer hardware and provides an environment or platform for all the other types of software to work in.
* Examples: Windows, MacOS, Android

**How we identify data in ApexaiQ**

* In ApexaiQ, the gathered data about clients is bifurcated as Hardware or Software using the following method:
* When data is gathered about assets if its having **Name** and **Version** then we count it as Software
* If its having **Model** and **Vendor** then we count it as Hardware.

**SOFTWARE:** Name and Version

**HARDWARE:** Model and Vendor

‍