What reasons may organisations collect data?

* Organisations may collect data as it can be used for targeting purposes and marketing
* Data provides insights that guide strategic decision-making and reduce risks
* Data can be used to analyze and predict customer behaviour
* Data can be used to forecast and plan for inventory, sales, and budgeting
* Data is used for informed decision making

Market analysis is a quantitative and qualitative assessment of a market for a business

Buying Patterns:

* Help business identify customer buying behaviour
* Can then help business learn about target markets
* This allows expansion

Why organisations need data

* What is data?
  + Data is raw facts and figures, without immediate meaning
* What is the difference between qualitative and quantitative data?
  + Quantitative data is numbers that can be analyzed relatively easily
  + Qualitative data is people’s opinions expressed as text, this cannot be easily analyzed
* What is information?
  + Information is data that has been given meaning, making it much easier for humans to understand and interpret

How different level of staff use data and information to make decisions

* Senior management – Long-term strategic decisions
* Middle manager – Medium and short-term tactical decisions
* Junior management (supervisor) – Day-to-day operational decisions

Informing strategic, tactical and operational decision making

|  |  |  |  |
| --- | --- | --- | --- |
|  | Strategic | Tactical | Operational |
| Time | Long term | Medium term | Short-term day-to-day |
| Type | |  | | --- | | High-level goals and direction |  |  | | --- | |  |  |  | | --- | |  | | Departmental plans, resource allocation | Routine procedures, immediate actions |
| Level | Executive, Top-level management | |  | | --- | | Middle management | | |  | | --- | | Lower-level, front-line managers | |
| Example | Expanding into a new market | |  | | --- | | Setting quarterly sales targets | | |  | | --- | | Scheduling staff shifts, daily operations | |

Threats and Opportunities Matrix

* What is an opportunity?
  + An opportunity is an external condition that could positively impact goals
* What is a threat?
  + Threat Definition: An external factor that could negatively impact goals
* How do you identify opportunities and threats?
  + Through market analysis, monitoring trends, technological advancements, and understanding external economic and regulatory factors.