

1. How would you explain to a group of senior executives why data is important?

Data is important because it helps to improve products and services, increase customer satisfaction, maximize profitability, and operate more effectively. Data processing is also important because it includes increased productivity and profits, better decisions, more accurate and reliable. Further cost reduction, ease in storage, distributing and report making followed by better analysis and presentation are other advantages.

2. How could you use GPS data from a car to determine the quality of a driver?

There are several variables to observe when using GPS data from a car to determine the quality of a driver. These variables include;

- Road selection.
- Left/right turn.
- Driving speed.
- Driving time.
- Trip length.
- Gender.
- Age.