Pre-lecture assignment 5

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Ethics in business analytics is important as it helps in using data fairly and making trustworthy decisions. Responsible use of data is critical to maintaining people's trust and avoiding erroneous conclusions. Ethics help protect private information and keep data secure. Following ethical rules can prevent incorrect uses of analytics, such as using data to deceive or treat people unfairly. This maintains a good image of the company and ensures that the business can continue to grow by respecting people's rights and complying with the law.