*Describe industry and expected organizational benefits that can be realized when an information asset valuation method is applied. Consider two or more of the valuation methods to support your response.*

Data harvested by organizations must be treated as an asset and not a liability, every asset has certain value, so in this case appropriate measurable value of the data possessed by organization can be achieved by information valuation methods. These valuation methods can help in shifting the organization culture to be more data driven, classic example is Amazon which utilizes data it collects in every possible way. Data valuations can help organization in making informed decisions about the internal investments that they need to make for data and systems. Data valuation could help in putting a dollar value to the data it has collected and it can help tremendously in case of mergers and acquisitions. One of the examples that need to be cited over here is that of LinkedIn and Microsoft.

LinkedIn was acquired by Microsoft in 2016 for 26.2 billion dollars. There were lot of skepticism on overall valuation. LinkedIn was able to get premium value as part of the deal. LinkedIn has 675+ million users and monthly active users are 310 million, these users are generating lot of data. So, Microsoft and LinkedIn must have had done the data valuation of the data that LinkedIn possess. Clearly here **Market value (MVI)** and **economic value (EVI)** of the data must have been factored in. LinkedIn data is rich (**BVI – Business value of Information**) and of great significance because of number of reasons, as it is professional data, so users try to keep it update and accurate. Data have valuable information like education, certifications, organizations that a person has worked with, trainings etc. It contains data across various ages be it students, professional starting their career, mid and senior level managers, executives etc.

**Accuracy** is another data valuation method. In case of LinkedIn data is relatively accurate as it professional information and has to be accurate, so **Intrinsic value of information (IVI)** was high. “*If decision-makers know how accurate (or inaccurate) the information they are working with is, they can incorporate a margin for error into their decisions,” (Haebich, 1996).*

**Usage** of the available information could be another data valuation method; the information value is increased as the it used more. If the information that organization collect is not used them it is no more an asset it becomes a liability, this liability incurs cost of maintenance and storage.

Ability to integrate the data with another set of information increases the value of the data, ease with data can be integrated with additional information could be another data valuation technique.

*Evaluate the AIMQ methodology for assessing and benchmarking Information Quality. Describe strengths and weaknesses of this approach. Support your answers with industry examples.*

AIMQ defines that IQ based on 4 dimensions, Intrinsic, Contextual, Representational and accessibility, but PSP/IQ (Product–Service–Performance/Information Quality) one of major components of AIMQ takes a different route by summarizing everything in 2 by 2 matrix as shown below

This matrix helps data architects and managers prioritize IQ related problems, here IQ score of every quadrant is measured individually and then taken the average of 4 quadrants. These scores can be used for various comparisons across organizations and define industry leaders. Other advantage of coming up with this score it helps organizations to focus on specific quadrant as they are aware which quadrants they are lacking and which ones they are above the average. This method is useful for figuring out issues related to IQ, identify areas of improvement, prioritize and track over all progress in in improving IQ.

Overall PSP/IQ model seems to be sound but lacks solid foundation, above 15 constructs defined in the matrix are not defined precisely and leave it to the data architects or managers for interpretation.

Most the organizations which are data driven and their products drive user experience based on data need to be score high the quadrant of Product Quality and Meets and exceeds information, example of this could recommendations engines developed by Amazon and Netflix. Any product based or service-oriented organization that take up data transformation journey, this 2 \* 2 matrix can help them in evaluating progress towards excellence.

~~For e.g. If you look at Google's search engine product, it will score high in the quadrant of (Product Quality and Meets and exceeds information). It crawls literally through whole internet on the world and amass lot of data, but still the search results are relevant and appropriate. Same is true for recommendation engines by Amazon or Netflix.~~

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Cost Value of Information (CVI) would be really critical to some of the organization which deal with storing confidential data, as it factors in value if the data breach happens. For e.g. Data breach that happened with