Data Management in Social Business Assessment 2

Management Information Systems COSC572

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Essay:

Introduction

Data is the foundation of decision-making procedures and strategic formulations in the modern digital era. We explore the many facets of data management and its crucial influence on organisational outcomes via the perspective of Humanitix, a non-profit ticketing platform.

Objective(s) and strategies of data management by the organisation, [Context]

Objective: Humanitix's main goal is to use data to improve the ticketing experience while directing the profits into worthwhile social projects.

Strategies:

Personalization: Using event and user data to tailor experiences, making ticket purchasing seamless and efficient.

Philanthropy: Converting data insights into actionable social projects, ensuring profits are used where they can have the most significant impact.

Feedback Loop: Continuously refining their data strategy based on user feedback and event outcomes.

By going into more depth, it becomes clear that Humanitix is not simply another ticketing platform; rather, it combines data management, technology, and social effect. Their data management's main goal is to improve the ticketing process and change how we think about attending events. An increased emphasis on personalisation makes sure that consumers are provided with events that are relevant to their interests and preferences rather than merely buying tickets. This personalisation method is supported by painstakingly collected and maintained data that tracks user behaviours and preferences.

The helpful technique is another original strategy. Each ticket sale made by Humanitix contributes to social projects, resulting in a step in the direction of positive social change. The organisation can determine where the biggest effect can be made by assessing ticket sales, event kinds, and audience demographics, which is another crucial function data plays in this situation.

They strengthen their data management strategies even further via feedback loops. Humanitix makes sure the platform changes and adapts, preserving relevance and efficiency, by routinely gathering and assessing user input. The platform stays ahead of trends thanks to this ongoing cycle of input and iteration (Management Information Systems: Managing the Digital Firm, 2021).

Technical provision of data management capabilities, [Infrastructure]

Robust IT Infrastructure: Utilizing state-of-the-art servers, Humanitix ensures smooth transaction processes, which is essential given the high traffic the platform handles.

Security Protocols: With cybersecurity threats on the rise, Humanitix invests in advanced encryption methods and firewall technologies, safeguarding user data.

Cloud Storage: Humanitix enables flexibility via cloud platforms, accommodating different event sizes and user needs without sacrificing performance.

In further depth, a strong technical infrastructure supports Humanitix's strategic objectives. The platform's strong IT foundations can be seen in its capacity to manage huge amounts of data from users all around the world while yet delivering a smooth experience.

When using such a system, data security comes first. Humanitix responds to the current digital user's awareness and concern for data privacy by including cutting-edge security mechanisms that guarantee user data is protected against breaches and bad intentions.

Cloud storage options are essential due to their widespread use. This guarantees that data is always secure and available, providing global insights in real time (Watson, 2014).

Assessment of the function of the organisation's data management systems [Application]

Operational Efficiency: Humanitix's data management system ensures smooth day-to-day operations, from ticket bookings to real-time data insights for event organizers.

Strategic Alignment: By channelling data-driven insights into social projects, the platform embodies its mission of using technology for social good, setting a precedent in the event ticketing industry.

User Experience Enhancement: Feedback systems and post-event surveys, driven by the data management system, allow Humanitix to continuously refine user experiences.

In further depth, Humanitix's data management systems are the foundation of its business operations. They promote operational effectiveness straight ahead. Processes may be optimised thanks to data-driven insights, making ticket purchasing simple, efficient, and rapid.

A considerable strategic alignment is there as well. The company uses data to make sure that its plans are in line with changing consumer preferences. It guarantees that they are not working in an isolation but rather are aware of how the demands of a global audience are changing (Davenport, 2019).

The main objective is to improve the user experience. Data makes sure that each interaction, each click, and each decision has an actual benefit for the user, ensuring that their trip is memorable rather than just a transactional one.

Critical assessment of the impact of the organisation's data management strategies [Application]

Humanitix's data management strategies are laudable for intertwining business with philanthropy. However, critical assessment reveals:

Positive Impacts:

Industry Differentiation: Their unique approach sets them apart in the ticketing industry, offering a competitive advantage.

Societal Benefit: The profits directed towards social causes have a lasting impact, reaffirming the power of data-driven philanthropy.

Areas for Consideration:

Data Security: With increasing data breaches in recent years, continuous investment and upgrades in security protocols are crucial.

Scalability Concerns: As Humanitix grows, there may be challenges in scaling their data management infrastructure while maintaining the same level of efficiency.

In-depth examination reveals that Data is deeply encoded in Humanitix's DNA, with serious consequences. They stand out in a competitive industry because to their distinctive approach to ticketing that combines personalisation with social effect. This has raised the bar for what customers may expect from ticketing systems and given them the ability to figure out a place in the market.

This capability does, however, provide some unique difficulties. They are guardians of user trust because of the enormous data reservoir they control. Always paying attention is required in the areas of data usage ethics, data management openness, and maintaining user confidence. Although Humanitix has handled them adequately thus far, they will continue to be a priority as the platform expands and changes (Li & Liu, 2021).

Conclusion

Humanitix is an example of how businesses may strategically use data for operational excellence, societal impact, and sustainable growth. It does this through a comprehensive approach to data management.

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