Chapter 2: Data-Driven Decision-Making

# Analytics in Action to Solve Real-World Problems

## Corresponding reading: Chapter 2, Page 1

### Purpose: Investigating applications of the analytical method to solve real-world problems.

1. Find at least three applications of analytics in well-known companies (include references).
2. For **each** of these applications:
   * What is the specific real-world problem?
   * What are the corresponding alternatives?
   * What data is used?
   * How is the relevant data obtained?
   * What mathematical model is used to analyze the data?
   * List and elaborate on at list two challenges of the analytical method used
   * Make at least two suggestions to improve the analytical method used

***Note:*** *Understanding the case and what you need to do is PART OF THE CASE. If you do not understand a specific part, or are not sure what you should do, you need to review the corresponding reading section in the text before asking for help. You might also need to do some search on the internet. That is all part of the case and your learning process.*