Data analytics has offered many benefits and challenges to organizations locally and globally. The goal in this discussion board is to find out about some of the data analytics’ benefits and challenges in different industry sectors of your choice. Find an organization with a data analytics use case. Describe the use case, the benefits, and challenges of data analytics to the organization you have selected.

Please don’t repeat the use case from an organization that others in this thread have presented in their posts. Support your post with information and concepts from the class readings. Use APA-style references wherever necessary to support your discussion.

You must make at least two substantive responses to your classmates’ posts. Respond to these posts in any of the following ways:

* Build on something your classmate said.
* Explain why and how you see things differently.
* Ask a probing or clarifying question.
* Share an insight from having read your classmates’ postings.
* Offer and support an opinion.
* Validate an idea with your own experience.
* Expand on your classmates’ postings.
* Ask for evidence that supports the post.

Ensure that your post is well written and formatted according to the CSU-Global Guide to Writing & APA. Your initial post must be supported by at least one credible, scholarly reference and is due Thursday by midnight. A minimum of two follow-up posts to your classmates are due Sunday by midnight.

OLAP cubes? Online Analytic Processing cube: https://en.wikipedia.org/wiki/OLAP\_cube

Enterprise Data Warehouse (EDW)

In database analytics – analytics done inside database

*Data science & big data analytics: Discovering, analyzing, visualizing and presenting data*

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**Discussion (G)**

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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeInitial Post: Content | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **5.0 to >4.0 pts**  **Meets Expectation**  Effectively demonstrates mastery knowledge of concepts, skills, and theories relevant to topic. | **4.0 to >3.0 pts**  **Approaches Expectation**  Demonstrates some knowledge of concepts, skills, and theories. | **3.0 to >2.0 pts**  **Below Expectation**  Demonstrates limited knowledge of concepts, skills, and theories. | **2.0 to >0.0 pts**  **Limited Evidence**  Demonstrates significantly limited knowledge of concepts, skills, and/or theories. | **0.0 pts**  **No Submission**  Demonstrates no evidence of knowledge of concepts, skills, and/or theories. | | 5.0 pts |
| This criterion is linked to a Learning OutcomeInitial Post: Timeliness | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **5.0 to >4.0 pts**  **Meets Expectation**  Initial post made by Thursday at 11:59 pm MT. | **4.0 to >3.0 pts**  **Approaches Expectation**  Initial post made by Friday at 11:59 pm MT. (one day late) | **3.0 to >2.0 pts**  **Below Expectation**  Initial post made by Saturday at 11:59 pm MT. (two days late) | **2.0 to >0.0 pts**  **Limited Evidence**  Initial post made by Sunday at 11:59 pm MT. (three days late) | **0.0 pts**  **No Submission**  Initial post not made by Sunday at 11:59 pm MT. | | 5.0 pts |
| This criterion is linked to a Learning OutcomeInitial Post: Writing Quality and Scholarly Support | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **5.0 to >4.0 pts**  **Meets Expectation**  Writing is well organized, clear, concise, and focused; with no errors. Scholarly support from citation(s) provided for assertions. | **4.0 to >3.0 pts**  **Approaches Expectation**  Some significant but not major errors or omissions in writing organization, focus, clarity, or scholarly support from citation(s) for assertions. | **3.0 to >2.0 pts**  **Below Expectation**  Numerous significant but not major errors or omissions in writing organization, focus, clarity, or scholarly support from citation(s) for assertions. | **2.0 to >0.0 pts**  **Limited Evidence**  Numerous errors or omissions—at least some major—in writing organization, focus, clarity, or scholarly support from citation(s) for assertions. | **0.0 pts**  **No Submission**  Major errors in writing organization, focus, clarity, and scholarly support from citation(s) for assertions. | | 5.0 pts |
| This criterion is linked to a Learning OutcomeFirst Follow-Up Reply | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **5.0 to >4.0 pts**  **Meets Expectation**  First reply demonstrates mastery knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **4.0 to >3.0 pts**  **Approaches Expectation**  First reply demonstrates at least 3 of the following: knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **3.0 to >2.0 pts**  **Below Expectation**  First reply demonstrates at least 2 of the following: knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **2.0 to >0.0 pts**  **Limited Evidence**  First reply demonstrates at least 1 of the following: knowledge of content, connection with other student, or organized, clear, concise, and focused writing. | **0.0 pts**  **No Submission**  Did not post first reply before Sunday at 11:59 pm MT. | | 5.0 pts |
| This criterion is linked to a Learning OutcomeSecond Follow-Up Reply | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **5.0 to >4.0 pts**  **Meets Expectation**  Second reply demonstrates mastery knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **4.0 to >3.0 pts**  **Approaches Expectation**  Second reply demonstrates at least 3 of the following: knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **3.0 to >2.0 pts**  **Below Expectation**  Second reply demonstrates at least 2 of the following: knowledge of content, connection with other student, and organized, clear, concise, and focused writing. | **2.0 to >0.0 pts**  **Limited Evidence**  Second reply demonstrates at least 1 of the following: knowledge of content, connection with other student, or organized, clear, concise, and focused writing. | **0.0 pts**  **No Submission**  Did not post second reply before Sunday at 11:59 pm MT. | |  |