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Data Analytics Assignment 1

Q1. It is now a common norm to see data analysts and scientists holding key organizational positions and being assigned key organizational duties,

This is because in today's rapidly changing and unpredictable economy, organizations must find ways to be competitive in reducing costs, improving productivity and increasing their revenue.

Data analysts and scientists are needed for;

- a) Decision making, - insights that support informed decision making
- b) Problem solving, - identify and solve problems
- C) Performance evaluation, - allow organization to evaluate their performance and measure progress towards goals
- D) Insights and discoveries, - reveal valuable insight and discoveries that may not be immediately apparent
- E) Risk management – plays crucial role in identifying and mitigating risks
- F) Customer understanding—enable organizations to gain a better understanding of their customers
- G) Competitive advantage----organizations that effectively analyze data have a competitive advantage

Q2. The cost associated with the lack of investment in good data analysis are much less in comparison to the missed opportunities to an organization, do you agree with the statement and why

I disagree with this statement.

- a) Without data analysts, the organization cannot understand it insists, for example; its patterns, trends and the relationship within the data. This will lead to poor decision making resulting in losses.
- b) The decision quality will be negatively impacted without the data analysts, since there will be no relevant and timely informed information.
- c) Data analysts are needed to provide enhanced efficiency in decision making to reduce uncertainty through data driven analysis.
- d) Data analysts are needed to enable innovation by facilitating the exploration of new ideas, opportunities and strategies that are based on data.

Q3. What are the common effects of poor data quality?

- a) Poor data quality can give the stakeholders wrong information which will result in poor decision making.
- b) With poor data quality, risk management is unpredictable which may lead to increased losses.
- c) Missed opportunities, without proper clean and accurate data, an organization can lose some important opportunities to the competitors.
- d) Poor data can cause delays to customer deliveries, misplacement or wrong items being delivered to the customer, hence damaged reputation and customer dissatisfaction.
- e) Poor data quality has negative effects to the organizational overall growth