

## Week 1, Session 2

### **Sharda 1.6 – 1.10; Articles: The analytics portal at Mozilla; Mercedes revs big data for grand prix season, Cognitive Analytics**

1. What does "single source of truth" mean in the context of information in an organization? Elaborate.
2. Does your organization have or is currently implementing a "single source of truth"? Discuss.
3. Discuss your experience with performance management methodologies such as MBO, OKR, strategy maps and balanced scorecards. Are BI/analytical systems used for support? Explain.
4. How is collaboration and sharing enabled and promoted at Mozilla's analytics portal? Explain with examples.
5. Discuss the measures for governing data and ensuring its quality. Any suggestions for improving this process?.
6. What are some of the keys to Mozilla's success with its analytics portal?
7. Have you witnessed or been part of a similar analytics portal implementation? Compare and contrast.
8. Discuss some of the challenges faced by the Mercedes racing team in gathering, storing, accessing, and analyzing data.
9. "It took about a year to create a plan that identified how the racing team could best use the technology, where to use it and what the best use cases were, says Harris." Discuss.
10. Suggest some use cases for the racing team's data.
11. Discuss one or more examples of how organizations in the healthcare industry are using analytics.
12. Discuss one or more examples of how companies in the retail industry are using analytics.
13. Explain the role of any one of the groups in the "analytics ecosystem".
14. Research a cognitive computing company and provide a critical review of one of its product/service (<https://www.predictiveanalyticstoday.com/what-is-cognitive-computing/>)
15. Is your organization using cognitive analytics? Explain.
16. Do you see an opportunity to use cognitive analytics within your organization? Elaborate.