July 11, 2018

Course: CIS570 – Business Intelligence

Name: Robert Palumbo

Assignment: Reading Discussions – Week8-Session1

Due Date: Wednesday, July 11 @ 11:59pm

Question 1. What are your thoughts or position with respect to privacy and ethical concerns in the context of BI and analytics?

This is a topic that is near and dear to my heart and I have a very direct and personal view on this. Given the widespread reports of misuse of data, data breaches, collection of data without consent from or knowledge of the end-user etc., there must be more constraints put into place that protect the consumer from unlawful use of this private data.

Companies should not be allowed to capture or harvest user data without the expressed and written consent from the user and the company must transparently apprise all users of how their data will be used *beforehand* with the ability to opt-out at will at any point in time. Yes, I understand that there are rules in place and changes presently being made to address this, but it simply does not go far enough or do justice when justice needs to be done.

It is far to easy for a company to do what they want with this data and then hide behind the veil of the usage disclaimer that is 20 pages long and filled with legalese that for most people would require hiring a lawyer to actually interpret and understand.

Further, when incidents of data breaches or misuse are brought to the attention of the public it becomes big news a few days but then slowly dissipates into the ether. It seems that we never really hear much of consequences and if there are any it somehow seems that there is little payback to the consumer. So what if our lives are disrupted by identity theft or we have to spend considerable time and money to recover.

I believe laws need to be put into place that absolutely put the hammer down on organizations that can’t seem to get it right and then lie and/or bend the truth rather than just face up to the facts and make things right. Jail time and *HUGE* fines are warranted for those people that are in the positions to protect consumer rights but fail to do so.

From the last course video regarding realtors and sellers of home that are apparently recording potentials home-buyers without their consent as the walk through a home, I find this horribly offensive and the practice should be stopped immediately. The conversations between the parties that are viewing the home should be considered exclusive and private to those parties. To gather knowledge from those conversations and then use it, more than likely, against the buyers during the negotiation process is just appalling. If it happened to me I would seek legal counsel. I know some state allow recording without consent, but this is different. This is recording a conversation to then use to gain an advantage over a party that is acting on good faith during a monetary negotiation. It is patently wrong.

Question 2. What do you think will be the most interesting or important developments in BI/analytics in the next five years?

I believe that with the vast amounts of data that keep growing exponentially each and every day, the models which are trained on the data will continue to become more and more accurate which goes without saying. But when you apply that to fields such as robotics and autonomous vehicles, to me it becomes a little unnerving.

Robots are clearly become more and more human like every day performing intricate tasks that were once thought *only a human can do*! Autonomous self-driving vehicles are becoming closer to the norm so to speak. It won’t be long until these vehicles are the norm. Who would have thought that packages would be delivered to our homes via drones??? It’s crazy.

I don’t believe that the analytics and modeling have changed much over the years. I believe it is all because the vast amount of data that is now available to train the models on. Yes, the algorithms can and will always be tweaked for performance etc., but the data makes it so.

Further, I believe that predictive analytics is at the forefront of BI at the present time, but again having access to vast data sets with bring forth the ability to improve on prescriptive analytics. The next generation models will be exquisite at predicting future outcomes but also at providing concise recommendations and associated outcomes for evaluation and analysis all geared at providing support for making the best decisions possible.