How would you explain to a group of senior executives why data is important?

* Data gives us vital information about any product or services, we can thus leverage Data to **quantify** our approach instead of subjectively solving any problem. For example an ecommerce website would like to know what products to sell to younger audience and given the historic data we found out the people of age group 20-25 are highly likely to buy playstation games, we can thus use this data to recommend PS4 consoles and games to people of age group 20-25
* Without data it would have been impossible to know what to recommend to such a precise level

How could you help the generate public understanding towards the importance of using data to generate in- sights?

* Its imperative to know that as of 2019 we are generating tons of data. Especially telecom companies like JIO generates terabytes of data each seconds. That data opens various channels to understand our audience such as network clogging so that we can arrange more cell towers, mobile data usage so that we can open certain ports for websites that are highly used or recommend various plans to our consumers. Now this is just a small example of a very large institution. And we could easily solve huge business problems along with such data, hence its very important to gather/consume/exploit data to generate insights

How would you convince a government agency to release their data in a publicly accessible API?

* Say Id like to acquire data from all the Traffic signals from roads and such data rests with the Municipal govt. Id convince them to make such data publicly available since it can help data scientist solve problems that can benefit the citizens, Ive listed few use cases that can be built using Traffic signal data below
* Building an algorithim to divert traffic to exterior of the city in event of heavy rainfall since mid part of the city are prone to flooding (such things are already happening in singapore)
* With help of data design an algo that will make the commute easier during rush hour
* Detect defaulters and catch them on the next signal itself (china has such anomaly flagging)

I’m a local business owner operating a small restaurant. Convince me to switch my advertising budget from print to internet.

* Print media is expensive to produce and has lesser targeting options like age group/ gender/ interest groups etc where as online advertisement channels like google adwords and facebook ads can be precisely target people
* Print media cannot cover huge geo locations where as online media can cover the entire nations
* Very less data can be collected from print media however in online advertising huge sorts or data can be collected that can be later leveraged to do further research to improve sales