

	Helpful to achieving the objective	Hamper achieving the objective
Internal origin (attributes of the system)	<p>Strengths</p> <ol style="list-style-type: none"> 1. Experience in Data Visualisation tools particularly Power Bi and Tableau 2. Experience in design maps using GIS tools, i.e. ArcGIS 3. Experienced in managing a team and working within a diverse team 4. Experienced in managing data projects from data collection to analysis and reporting 	<p>Weaknesses/Areas for further development</p> <ol style="list-style-type: none"> 1. Python Programming Building Machine Learning Models 2. Limited experience working with SQL
External origin (attributes of the environment)	<p>Opportunities</p> <ol style="list-style-type: none"> 1. Growing need for people with business, marketing and data analysis skills 2. The area of health informatics and public health data analysis is growing 3. More organisations are investing in data and data experts to help provide insights into their businesses 	<p>Threats</p> <ol style="list-style-type: none"> 1. Rapid onset of technology 2. Organisational digital transformations are not progressing at the same pace as emerging technologies.

