Research on Sustainability

By using Data Analytics, we can achieve sustainability development. Data and analytics can help businesses pave road maps for creating viable ways to transform communities.

If informed decision-making is the heart of data, transparency and accountability are its soul. Sustainability reflects how they can be holistically linked to drive business growth and address risks while enabling companies to find their place and purpose in the world.

The UN's 17 Sustainable Development Goals (SDGs) are meant to embody that aspiration. Many global companies are pledging to do their part, but it takes more than signing a paper to enact change. Sustainability requires a new way of thinking that must be weaved into the business's fabric — something that data and analytics can help with.

The Sustainable Development Goals (SDGs) are a collection of 17 interconnected, actionable goals. The SDGs were designed to be a blueprint for achieving sustainable development for ***everyone***

Today, data is used as a leverage to solve business problems: personalizing customer experiences, optimizing value chains and supply networks, forecasting demand, and detecting fraud, just to name a few.

Data and sustainability are a potent combination. It was estimated that even a 1% improvement in efficiency in healthcare, power, rail, oil, and gas industries could save US$276 billion over the next 15 years.

Analytics can help businesses understand the cost, impact, and performance of their initiatives while anticipating future requirements and adapting to evolving market conditions. Pirelli, for instance, uses data gathered from sensors they've embedded onto their tires. This was designed not only to improve vehicle performance, but also monitor roads and ensure driving safety while keeping the tires themselves out of landfills through recycling and upcycling. Analytics also helps filter big data, sift through unstructured and non-traditional information like social media conversations and external reports, and consolidate them into actionable insights. This helps businesses assess their more intangible facets, such as their human capital and brand value.

The 17 SDGs are linked by these important elements:
<mark>people, planet, prosperity, peace and partnership</mark>

People

Goal 1 : No Poverty
Goal 2 : Zero Hunger
Goal 3 : Good Health and Well-Being
Goal 4 : Quality Education
Goal 5 : Gender Equality

Planet

Goal 6 : Clean water and Sanitation
Goal 7 : Responsible Consumption and Production
Goal 8 : Climate Action
Goal 9 : Life below water
Goal 10 : Life on land

Prosperity

Goal 11 : Affordable and clean energy
Goal 12 : Decent work and economic growth
Goal 13 : Industry, Innovation and Infrastructure
Goal 14 : Reducing Inequality
Goal 15 : Sustainable cities and communities

Peace and Partnership

Goal 16 : Peace, Justice and Strong instructions
Goal 17 : Partnership for the goals
Goal 18 : Industry, Innovation and Infrastructure
Goal 19 : Reducing Inequality
Goal 20 : Sustainable cities and communities