



SNS COLLEGE OF TECHNOLOGY COIMBATORE-35

23BAE733-DATA- DRIVEN DECISION MAKING

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Recap

		L	T	P	C
23BAE733	DATA- DRIVEN DECISION MAKING	3	1	0	4
UNIT-II	THE OPPORTUNITIES AND CHALLENGE OF DATA				9+3
Introduction – Sources of Data for an Organization - From Assets and Activities to Data - Data Provenance and Data Quality - Data Logistics.					





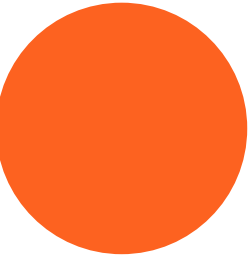
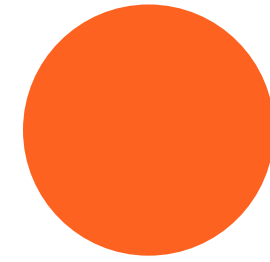
Introduction to Internal Data Sources

- Overview of internal data sources
- Importance of leveraging existing data





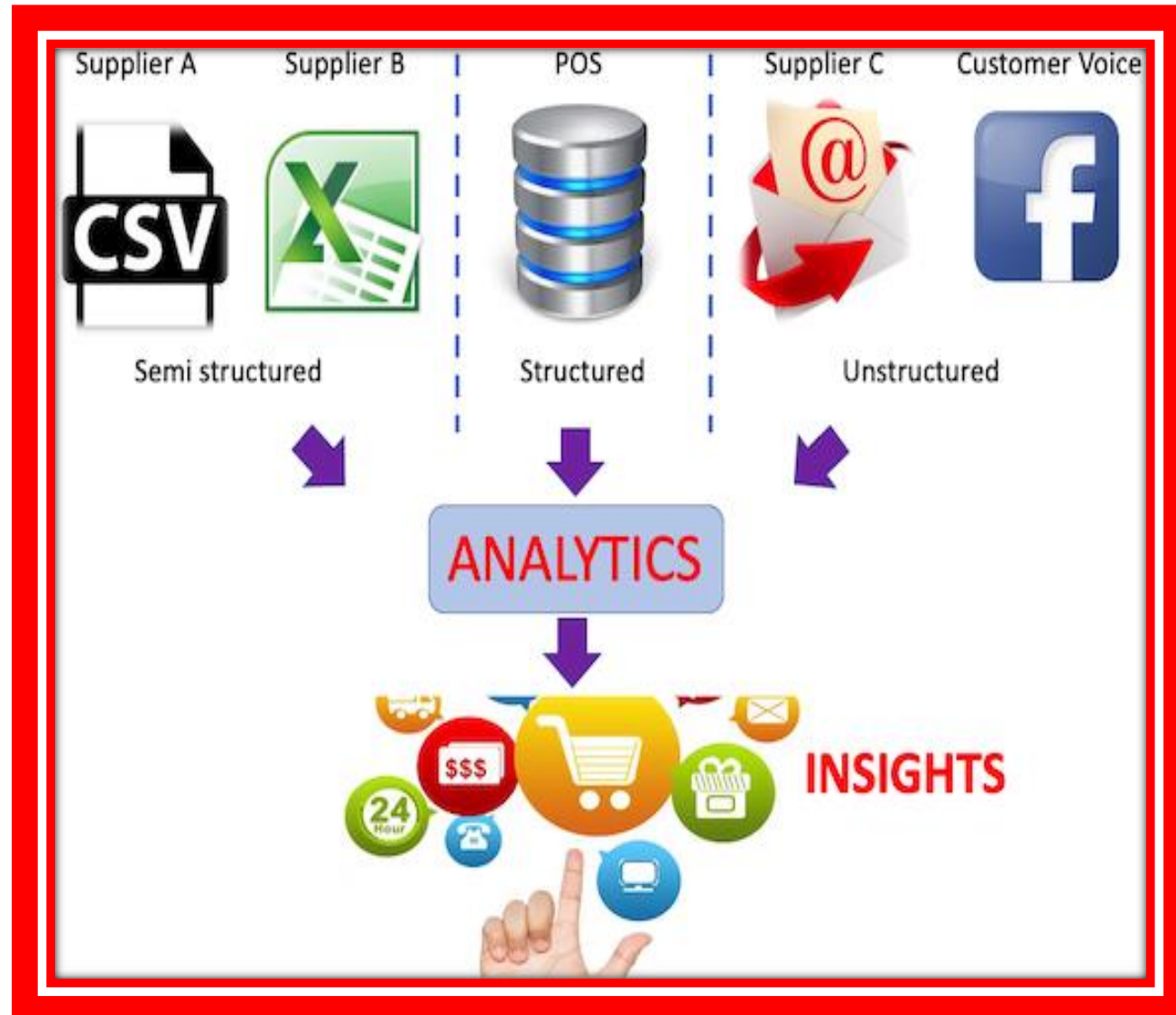
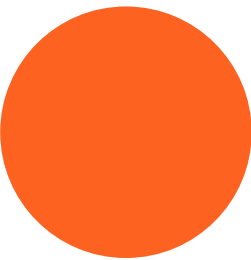
Categories of Data Sources



Categories:

1

- Existing data sets: structured and semi-structured
- New data sources: tracking information and experimental data





Roles in Evaluating Data Sources



2

Roles in Evaluating Data Sources

- Data Analysts, Data Engineers, Data Scientists
- Examples of each role's contribution



Systematic Examination and Its Importance

3



Systematic Examination and Its Importance

- Importance of a thorough examination
- Example: Customer transaction data analysis

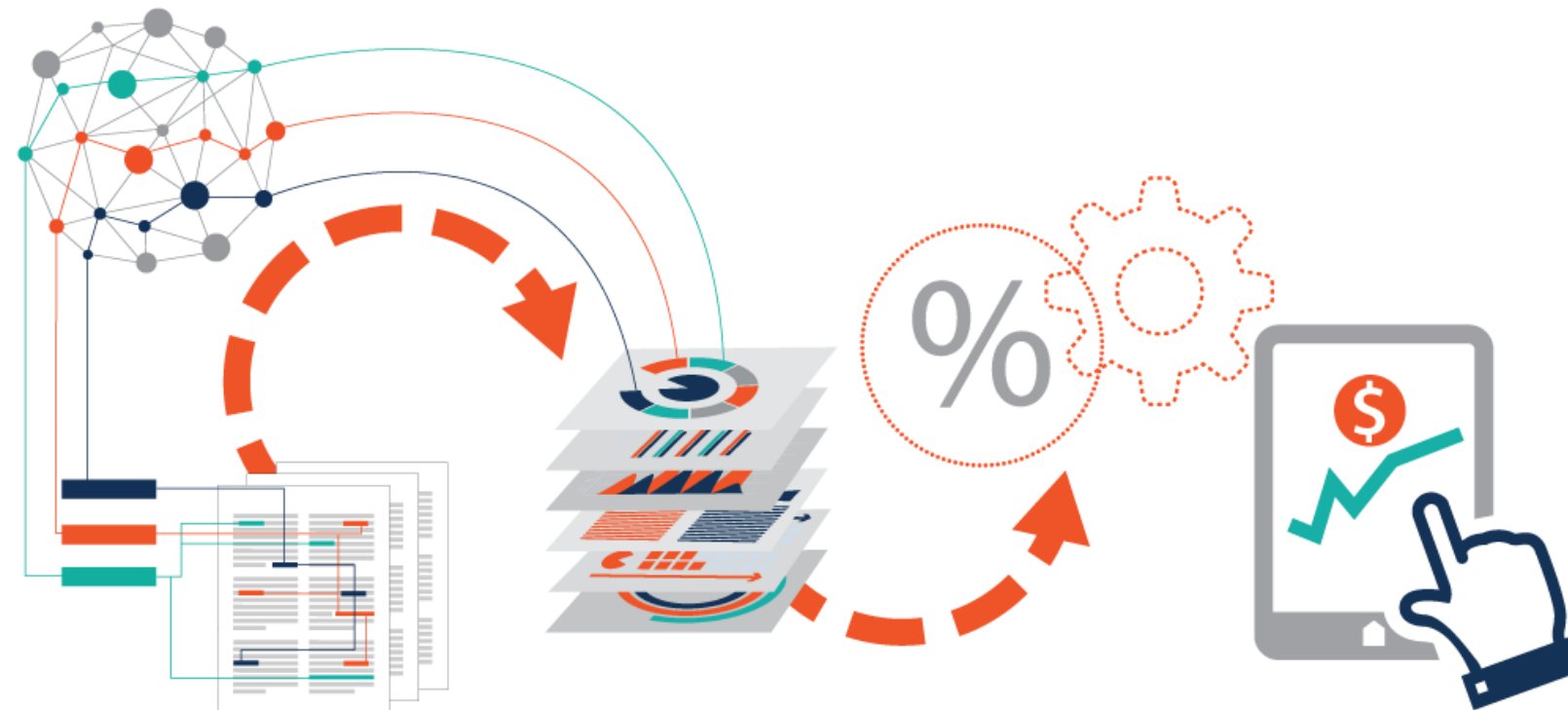


Application and Impact of Data Insights

Application and Impact of Data Insights

- Transforming insights into actionable strategies
- Example: Optimizing inventory levels, improving communication

4





Knowledge Check!

Which of the following is an example of structured data?

- A) Social media posts**
- B) Personnel records**
- C) Blog comments**
- D) Video content**



Sum Up

- 1 Categories of Data Sources
- 2 Roles in Evaluating Data Sources
- 3 Systematic Examination and Its Importance
- 4 Application and Impact of Data Insights



Reference Link

1

[Sabermetrics 101: Introduction to Baseball Analytics](#)

2

<https://online.hbs.edu/blog/post/types-of-data-analysis>



Thank you!