



SNS College of Technology, Coimbatore

23BAE733-DATA- DRIVEN DECISION MAKING

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Design Thinker



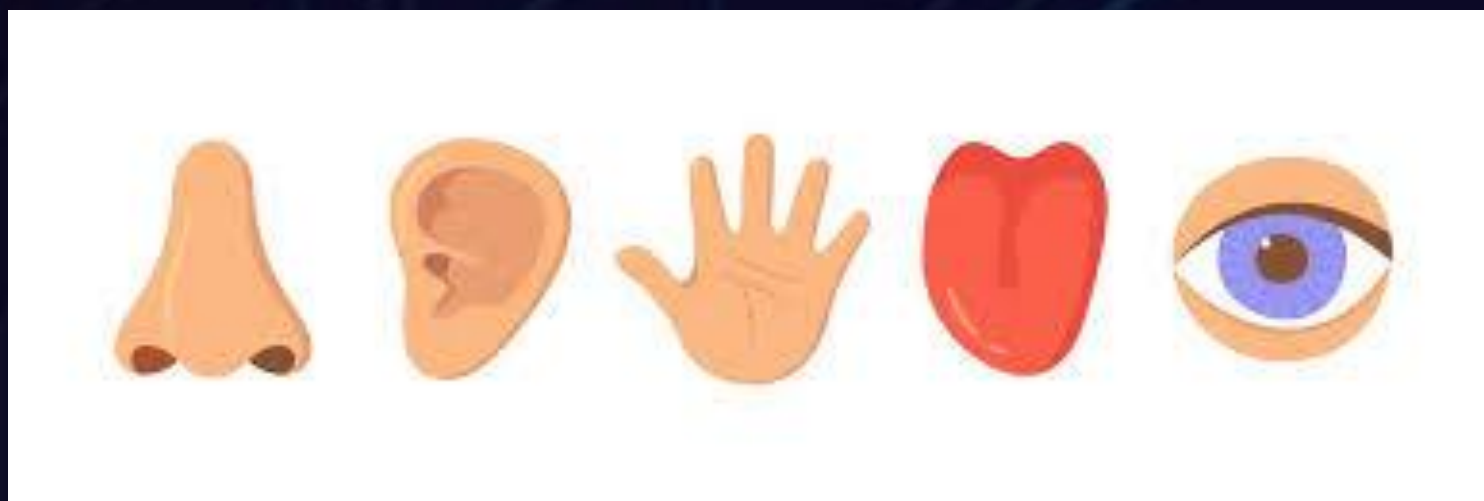
Recap.....



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



GUESS TOPIC



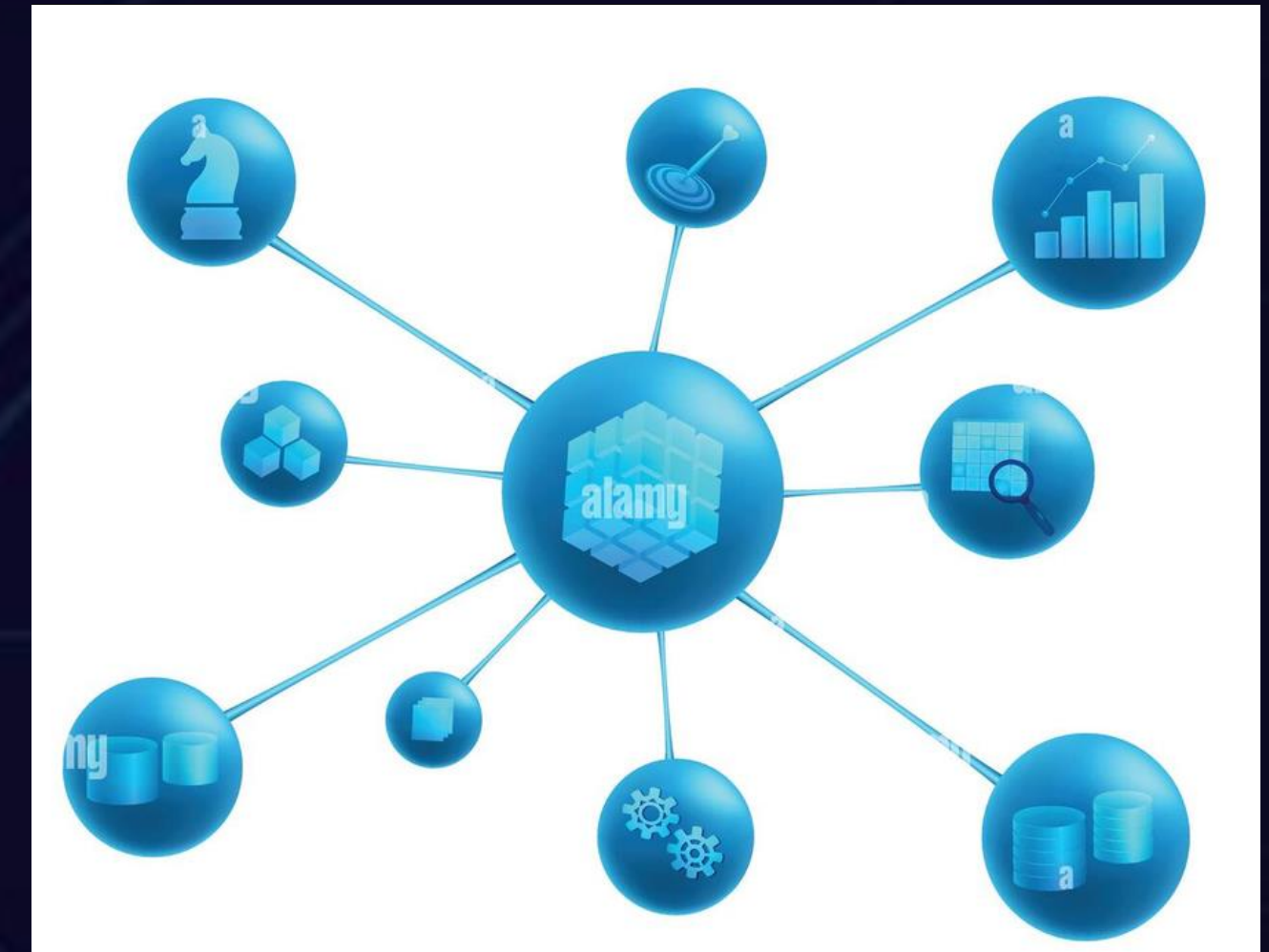


INTRODUCTION TO EXTERNAL DATA SOURCES

- OVERVIEW OF EXTERNAL DATA SOURCES
- IMPORTANCE IN DATA-DRIVEN DECISION-MAKING



TYPES OF EXTERNAL DATA SOURCES



01

COMMERCIAL ORGANIZATIONS, CUSTOMERS, SOCIAL MEDIA

02

GOVERNMENT AND NONPROFIT OPEN DATA PORTALS



➤➤➤ EVALUATING EXTERNAL DATA SOURCES

- ROLES OF DATA ENGINEERS AND DATA SCIENTISTS
- FEASIBILITY AND VALUE ASSESSMENT





EXAMPLES OF EXTERNAL DATA SOURCES

NIELSEN, YELP REVIEWS, FACEBOOK INTERACTIONS, DATA.GOV





STRATEGIES FOR EFFECTIVE USE

CAREFUL SELECTION, COLLABORATIVE
ASSESSMENT, REGULAR UPDATES, DATA
GOVERNANCE





KNOWLEDGE CHECK.....

WHO IS PRIMARILY RESPONSIBLE FOR ASSESSING THE FEASIBILITY OF INTEGRATING EXTERNAL DATA SOURCES?

- BUSINESS MANAGERS
- DATA ENGINEERS
- DATA ANALYSTS
- MARKETING TEAM
- ANSWER:



KNOWLEDGE CHECK.....

WHAT IS A KEY CHALLENGE IN USING EXTERNAL DATA SOURCES?

- DATA VOLUME
- DATA QUALITY AND RELIABILITY
- DATA VISUALIZATION
- DATA ENTRY



- **INTRODUCTION TO EXTERNAL DATA SOURCES**
- **TYPES OF EXTERNAL DATA SOURCES**
- **EVALUATING EXTERNAL DATA SOURCES**
- **STRATEGIES FOR EFFECTIVE USE**



THANK YOU