Importance of data analytics and its impact on the business:

Data analytics is a field in which the raw data is analysed to identify patterns and trends. Data analytics is a broad field and has many aspects to it. Following are the benefits of data analytics and its positive impact on the business:

Improved decision making: Since the company can work on petabytes of data, it can benefit BIJ to identify various trends that have been identified in the past resulting in better decisions regarding their marketing and targeting strategy (Evans, 2017). Adopting data analytics can help improve the KPIs, as mentioned earlier, in the long run.

Understanding what the customer wants: This is something which every company wants to achieve, and that is to understand their customers better. Data analytics can help understand what is currently trending and how their target consumers react to that (Camm et al., 2020). This can help the company introduce products that customers genuinely desire, resulting in increased customer satisfaction.

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Task 2:

Data quality issues and remedies:

Data quality is one of the measures which help the company to understand whether the data will benefit in making future projections. Since a vast amount of data is collected, it has been witnessed that the data is full of errors and data quality issues. Various metrics like consistency and accuracy can help understand data quality.

Following are some of the issues and appropriate remedies to overcome the most common problems within the dataset:

Inaccurate data: Incorrect data makes it difficult for the company to make the right decision, resulting in an inappropriate response (Ardagna et al., 2016). Incorrect data practices usually arise from data decay, drift, and human errors. Humans tend to make errors, and data is not immune to that.

Today, companies can use automated tools and technologies that fill the data per the requirement, reducing human error at the source. Thereby improving the quality of the data.

Excessive data: Excessive data might not be seen as an issue but it is counterintuitive and results in many problems for a company. To complete data can make the data analysts lose and make it deviate from the company Q cars (Gärtner and Hiet), 2017). Also, this will make it challenging to identify the key insights rescaling in difficulty in making good decisions in the long run.

Various machine learning algorithms can be employed initially to help collect the correct data and prevent too much data collection.

Incomplete data: Incomplete data can impact decision-making and result in accurate outcomes and wrong estimates for the company (Chu et al., 2016). This problem usually arises when the data is collected using traditional survey collections and filling forms.

In order to overcome such a problem, the data can be collected through digital means. For instance, when filling out a Google form, the user might not be able to submit a form until or unless he fills all the fields.

Based on the data cleaning of the given dataset, various problems have been seen and rectified. These include: