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# Competency 1 - Reflection

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*Once your faculty marks this activity as complete in the gradebook, the Competency Assessment will open for you to submit.*

## **Competency 1 Statement**

Utilizing statistical and data analytic frameworks, you will be able to evaluate and analyze the role big data plays in business decision-making. You will also demonstrate the ability to analyze and graphically describe key business data in Excel, allowing business leaders to achieve competitive advantage.

## **Reflection**

**Consider** the following:

- How is data analytics different from statistics?
- What are the main differences between descriptive, predictive, and prescriptive analytics tools?
- How do businesses use analytics to convert raw operational data into actionable information?

**Reflect** on the following in a minimum of 500 words.

**Think** about the organization you work for (or any other organization you are familiar with). Does the organization use data analytics?

- If so, how is it used? How can the organization improve the way it uses data analytics? What opportunities is the organization missing out on?
- If not, how could data analytics be used to improve the organizations performance?



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