

Name _____

The Three Magical Types of Data Analytics

Open-Ended Response Answer Key

1. Data Analytics can help me understand my customers' preferences (Descriptive), predict market trends (Predictive), and optimize my marketing strategies (Prescriptive).
2. Data Analytics played a vital role in tracking and predicting the spread of COVID-19, enabling governments to implement effective containment measures.
3. Using all three types ensures a comprehensive understanding of data, enables better decision-making, and helps organizations plan for the future while optimizing their actions.
4. Individuals can use Data Analytics to track personal finances, make informed decisions about investments, and even optimize their daily routines for better productivity and well-being.

