ACTIVIDAD #1

Tipo actividad: Reading comprehension: "The Trends & Challenges in Data Driven Decision Making" match and Gap filling exercise about the previous reading

1) Matching vocabulary activity.

- **Match the vocabulary terms (Column A) with their corresponding meanings (Column B).**

Column A: Vocabulary Terms

1. Data-driven decisions
2. Data governance
3. Data integrity
4. Data quality
5. Spatial analytics

Column B: Meanings

A. Decisions made based on the analysis and interpretation of data rather than intuition.

B. Providing access to data and insights across an organization, making it accessible to a broader range of users.

C. The systematic approach to managing and controlling processes, policies, and standards for data.

D. The accuracy, consistency, and reliability of data throughout its lifecycle.

E. The use of geographical or location-based information in data analysis to uncover patterns and trends.

2) Gap-fill activity about the previous reading.

Fill in the blanks with the appropriate words or phrases from the reading.

1. Organizations are _____ to tap into the immense value of available data but struggle with challenges in making data-driven decisions using data governance.

2. According to a 2023 survey by Drexel University's LeBow College of Business, 77% of data and analytics professionals consider data-driven decision-making as a _____ goal for their data programs.

3. The majority of organizations recognize the need to facilitate a data-driven approach, especially for strategic decisions based on trusted data and _____.

4. The goal of data governance is to control various elements that influence trust and confidence in data, such as data lineage, stewardship, and data _____.

5. According to the LeBow study, the top value-generating benefit of mature data governance programs is the ability to strengthen overall data _____.