**ANALYTICAL DECISION-MAKING**

**Learning Outcome 1: ACTIVITY 18**

**BI Trends - HOMEWORK**

Basing your answer on a company with which you are familiar:

1. Assess your company’s attitude to decision-making. Is it based on analytics or instinct? Are they risk averse?

Using the technological developments outlined on page 27 in the study guide (and trends suggested by Targit in the case study in your study guide (page 29):

1. Identify with specific examples how your selected organisation has responded to these developments
2. How could these trends help your selected organisation develop its decision-making practices in the future?