**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 2**

**Fake Data – case study**

*In pairs:*

Read through the article at <http://www.bbc.co.uk/news/business-38254362>carefully.

Make a note of each of the key points that have been made. Consider how they could affect business activities – including decision-making at strategic, management and operational levels (or executive, knowledge and operational – see Figure 1 in Chapter 2 of the study guide).

What would be the impact in each case if important decisions were made on the basis of false information as outlined in the article?