

## Global Telecom and Analytics Perspective

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Data and analytics skills are crucial for management due to several reasons. Firstly, they enable data-driven decision-making, ensuring decisions are based on accurate and relevant information. These skills also contribute to operational efficiency by optimizing processes and resource allocation. Organizations with strong data and analytics capabilities gain a competitive advantage by leveraging insights to identify market trends, customer preferences, and emerging opportunities. Data analysis makes understanding customers easier, leading to improved targeting and personalized experiences. Additionally, data and analytics skills play a pivotal role in shaping business strategy and driving innovation by identifying new growth avenues and optimizing existing operations. To stand out in data and analytics, individuals need data modelling, pre-processing, data science, machine learning, and data visualization skills. Various career opportunities in analytics for MBA graduates include roles such as data analyst, data analyst consultant, data scientist, BI manager, and AI/ML solutions sales. Analytics finds key uses in marketing, network analysis, and product development. When pursuing an MBA, embracing thought leadership, effective presentation skills, diverse perspectives, leadership development, and experiential learning is important. On the other hand, one should avoid procrastination, neglecting networking opportunities, ignoring soft skills, neglecting mental and physical well-being, and overloading activities.

