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Business data analysis: strategies and tools

The absence of basic tools for analysing business data can slow down work, jeopardise strategic decisions and create inefficiencies in the company.

In today's world, data is the lifeblood of every organisation, large or small. Knowing how to manage and analyse them has become an essential competitive advantage. Yet many companies underestimate the importance of tools like Excel for data analysis, continuing to work with manual processes or relying on inadequate solutions. This failure not only slows down day-to-day work, but can also lead to incorrect decisions, loss of resources and a growing gap with competitors.

That is why learning to use Excel correctly is not only useful, but essential: this tool can speed up and simplify work considerably**, turning complex tasks into quick and**

efficient operations.

How do you work in an office that does not use data analysis tools?

Imagine an office that relies solely on manual processes or antiquated methods to manage and analyse complex information. In a world where data is the basis for every strategic decision, this situation is more common than you might think. However, operating without proper tools is tantamount to working 'in the dark,' with negative consequences for productivity, accuracy and competitiveness.

Slow decision-making processes

Without advanced tools, every data-related activity becomes a long and laborious process. Analysing a monthly report can take days instead of a few hours, as data must be manually collected from different sources, compared and then organised in graphs or tables.

Real example: a retail company not using advanced tools took weeks to identify a drop in seasonal sales, missing the opportunity to introduce targeted discounts to recover customers.

This slowness undermines the ability to **respond quickly to market changes** or customer demands, putting valuable opportunities at risk.

Work overload for employees

An office that does not utilise data analysis tools forces employees to manually perform repetitive and uninspiring tasks. This not only reduces the time available for strategic activities, but also increases the stress level and the risk of **human error**.

Real-life example: in a logistics company, an error in the manual transcription of delivery data caused parcels to be sent to the wrong addresses, resulting in increased operational costs and delays.

Lack of clarity of information

Without appropriate tools, data often remains fragmented, out-of-date or presented in a confusing manner. This makes it difficult for teams to interpret information correctly and act accordingly.

Real example: a company in the technology sector, relying on incomplete data, invested in an obsolete product and ignored an innovative line that would have met market demand.

The **lack of clarity** is reflected not only in decisions, but also in internal communication, creating misunderstandings between departments and slowing down projects.

The "dictatorship of paper and email"

In offices that do not use data analysis tools, work often relies on a combination of chaotic and unstructured paper sheets, emails and files. This approach is not only inefficient, but also makes it difficult to track and retrieve information and ensure data consistency.

Real example: a project team in a construction company lost weeks of work because the file with the cost calculations, only saved on a local computer, was lost due to technical failure.

Advanced tools, on the other hand, offer the possibility to **centralise** and access **data** in real time, improving collaboration between teams.

The absence of automation

The lack of advanced tools means forgoing the automation of many tasks that could be simplified. From automatic report generation to the creation of forecasting models, advanced tools save valuable time and provide more accurate results.

Real-life example: a company in the financial sector lost days of work every month to manually consolidate balance sheet data from several branches, a task that a simple Power Query script could have completed in a few minutes.

All these issues not only slow down work, but also create a vicious circle of inefficiency. Teams are faced with an increasing workload, often without the tools to deal with it, and this can lead to reduced motivation and productivity. **Without advanced tools, data, instead of being an asset, becomes an obstacle,** complicating decisions and slowing down innovation.