**Problems using analytics and data**

I need you to conduct some research on Tesla′s data analytics with the main focus being on the problems they face using the specified analytics technique and how they capture/store data. This is just prior research so the paragraph will be very basic listing as many problems as possible. I just need to present that research is being done and provide a summary of what is found.

Tesla

https://www.tesla.com/en\_GB/careers/job/data-scientistfleetanalytics-41498

Data is deeply embedded in the product and engineering culture at Tesla.

“We rely on data –  lots of it – to improve autopilot, to optimize hardware designs, to proactively detect faults, and to optimize load on the electrical grid.”

 We collect data from each of our cars, superchargers, and stationary batteries and use it to make these products better and our customers safer.

The challenge facing automakers is to manage and efficiently analyze vast quantities of data, from sources such as vehicle error memories, dealer feedback and repair reports, to obtain meaningful data to feed the service and improvement process.

**Privacy**

<https://electrek.co/2017/05/06/tesla-data-sharing-policy-collecting-video-self-driving/>

<https://qz.com/694520/tesla-has-780-million-miles-of-driving-data-and-adds-another-million-every-10-hours/>

<https://www.theguardian.com/technology/2017/apr/03/the-customer-is-always-wrong-tesla-lets-out-self-driving-car-data-when-it-suits>

<http://www.thedrive.com/tech/8895/tesla-uses-autopilot-data-to-defend-itself-but-what-about-driver-privacy>

Customers privacy may be comprised as Tesla hope to collect and store both video and photos of your vehicle at any time to help improve their autonomous systems. However, they do have the option to opt out so can be seen as not a major issue.

**Network Infrastructure to Capture Data**

<https://www.computerworlduk.com/it-management/big-data-tesla-use-hadoop-get-more-from-connected-cars-3585265/>

**Retention of IT Talent and recruitment of new employees.**

<https://www.computerworlduk.com/it-management/british-gas-tesla-reveal-how-they-retain-their-best-it-talent-3586860/>

**Lack of data understanding with relation to business:**