

<b>Scenario</b>	<b>Normalize?</b>	<b>Reason</b>
<b>Blending financial and behavioral data</b>	Yes	Prevents magnitude from distorting analysis
<b>Cross-source BI consolidation</b>	Yes	Ensures comparable metrics across systems
<b>Distance or score-based analytics</b>	Yes	Required for valid similarity and clustering outputs
<b>Reusable KPIs across regions</b>	Yes	Enables fair benchmarking without manual adjustment
<b>Board or regulatory reporting</b>	No	Raw values required; normalization misrepresents data
<b>Tree-based models</b>	No	Scale-invariant; normalization adds no value
<b>Executive dashboards showing absolute contribution</b>	No	Normalized values remove the business insight