



Data, Data, Data (Data³)

Leveraging Data in Making Business Decisions

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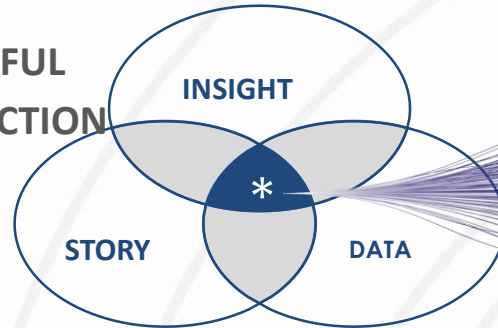
As Data Scientist - I NARRATE **INSIGHTS** AS **DATA STORIES**

..... TO MAKE DATA **SIMPLE** AGAIN

INSIGHTS ARE USEFUL, NON-OBVIOUS FACTS

FACTS ARE NOT USEFUL

INSIGHTS ENABLE ACTION



STORIES ARE MEMORABLE,

NUMBERS ARE NOT ENOUGH

STORIES EXPLAIN THEM




Concise

Insightful

Engaging

Automated

“I’m not trying to compete, But I’m trying to shape the industry”

- 
- What is Data Driven Decision Making?
 - Why Data Driven Decision making is important?
 - Role of Data Analytics in Business Operations
 - why companies are struggling to harness the data?
 - How to create better data-driven culture?
 - How to make better Decision Making?

What is a **Decision** at all?

A Decision is the result of a process, in which an action or output among several possible alternative options is finally chosen, which may or may not prompt an action

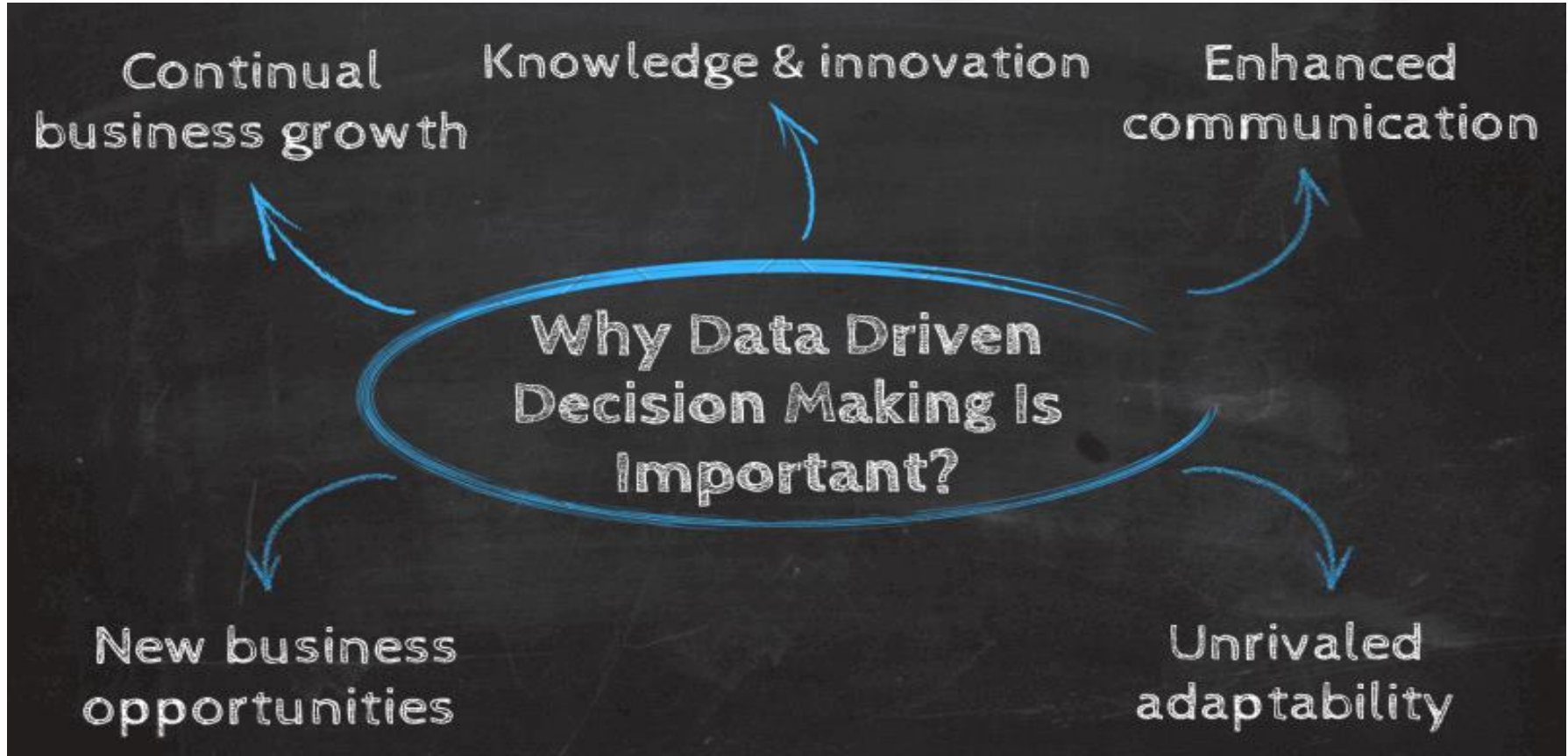
What is a Data-Driven Decision Making?

Data-Driven Decision Making is to take data into account to guide decisions for improving success

A **Data-Driven decision making** is to rely with every element of a strategy solely on data to make interpretations based on data for better business process enhancement

A **Data-Driven decision** is about collecting data to understand if a business unit or organization is meeting its purpose and vision

Why Data Driven Decision Making is Important?





Role of Data Analytics in Business Operations

❖ SCALE UP THE VISIBILITY

- Increase the **visibility** of the businesses from a small scale to a **larger area** for **all hierarchical-level employees**
- To **understand** how **digital transformation** could help **precision** in **business enhancements**

❖ TRANSFORM INSIGHTS INTO ACTIONS

- Propose a set of actions based on the **insights** generated from the **ML models**

❖ IDENTIFY HIGH-LEVEL BUSINESS IMPACT

- **Potential business** impact that can hinder the **day-to-day operations**
- To better understand the **complexity and diversity** of the **digitally-connected ecosystem** with **digital services (mobile apps)** and **Dashboards**

Most firms don't consistently turn data into action

73%
 of firms
 aspire to be
data-driven.

All possible data All possible actions



29%
 of firms are good
 at turning data
 into *action.*

An **Insights-driven** business harnesses insights to
consistently turn **data** into **effective action**



What are **Insights-driven** businesses doing that's so **Unique**?



Insights-driven businesses

Build Systems of Insight

All data



Right
data

Possible
actions

Effective
actions



Insights-driven businesses

Build Systems of Insight

All data



Right
data



Insights team



Digital insights
architecture

Effective
actions

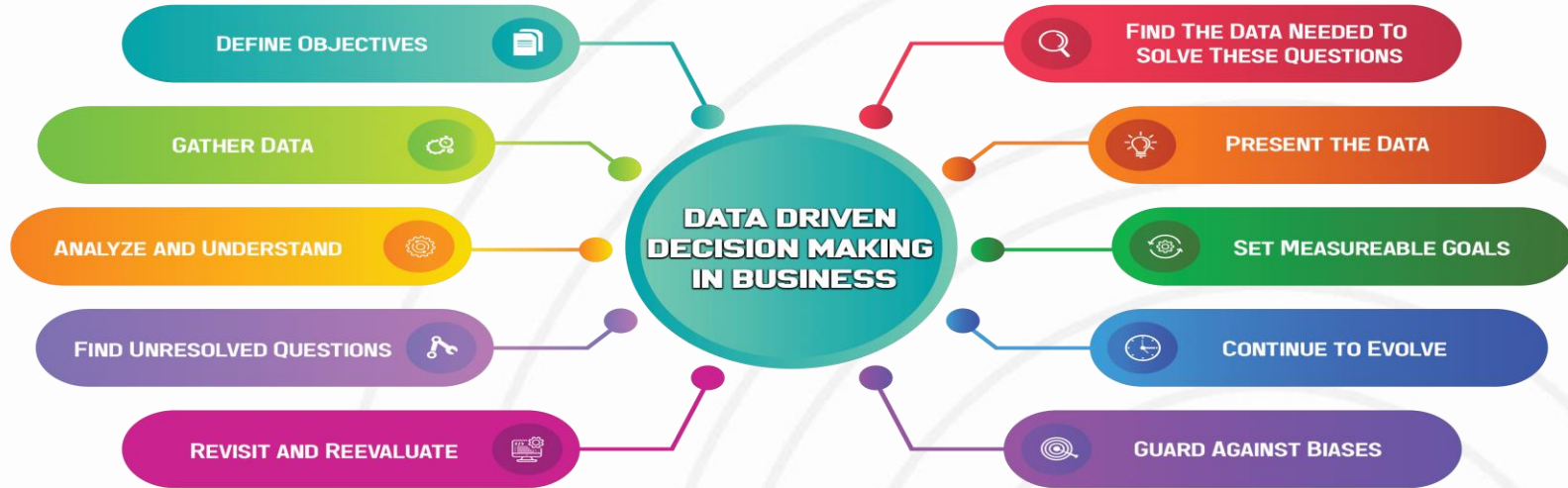
Possible
actions



A **System of Insight** is the business discipline and technology to harness insights and consistently turn **data into action**



How to make better **Data Driven Decision Making**?



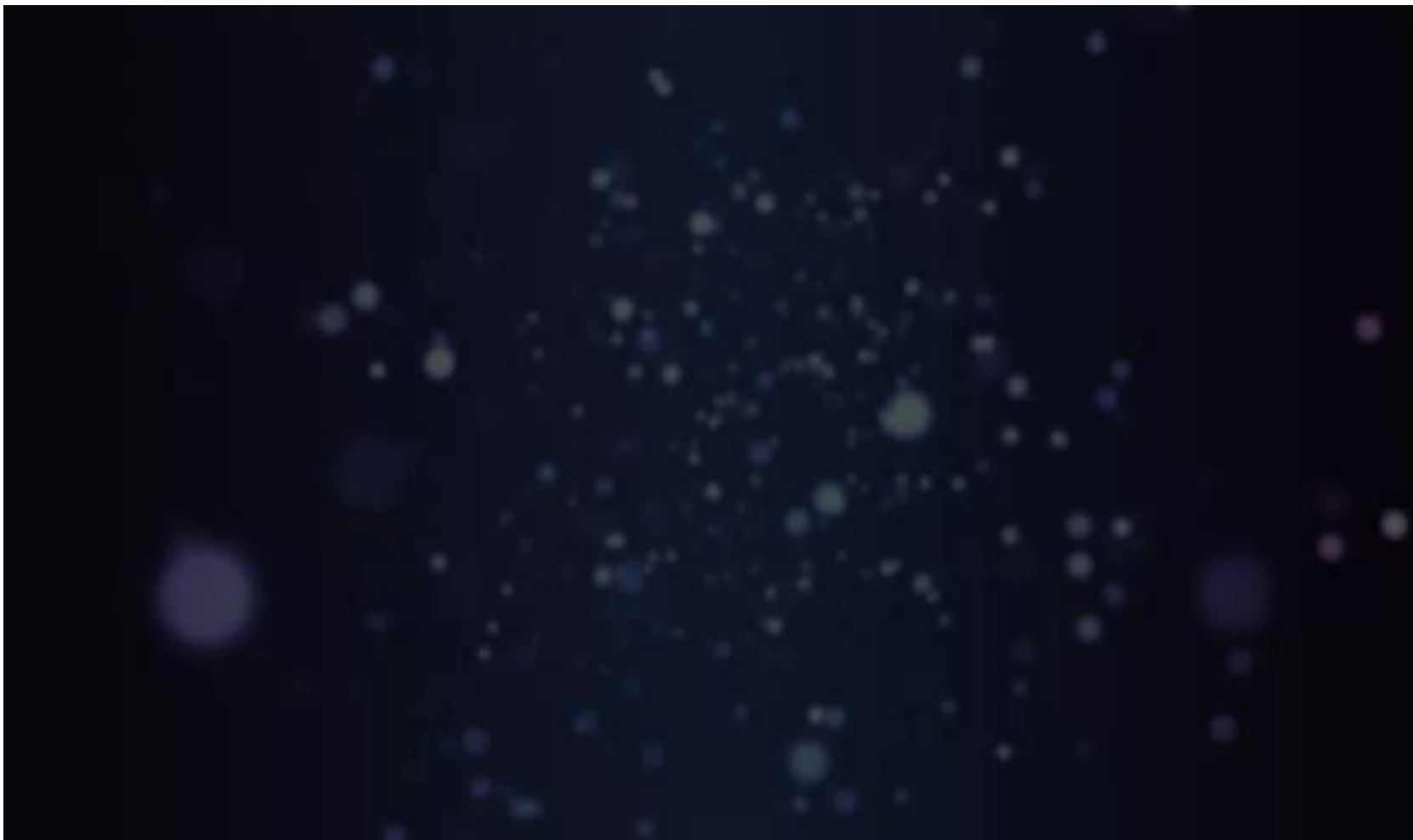


How Data Driven Decision Making help Business Process Optimizations?

- Informed decisions at every step
- Redefining the Problem to meet Business process
- Cost-effective solution
- Future rewards
- Accelerating business automation
- Enhancing customer experience
- Enabling deeper visibility and insightful

DECISION-MAKING





- Data-Driven Decision Making is the crucial part of every organization.
- Data is the key to strategic decision-making & improving the business process.
- Data leads to insights about the “who”, “how”, “what”, “when” and “why” of customer behaviour and helps to make better decisions to improve business performance.
- Most organizations claim to be “influenced” by data, but to make it to more performance-driven only when organizational decisions need to be “driven” by data.
- Data is the backbone and validation of the decision-making process.
- So, it is essential to draw actionable insights from data to make better decisions, rather than just be influenced by data.



ENHANCE

Operations and **work practices toward** Factual data utilization

ENGAGE

Individuals across the
enterprise regardless of position

EMPOWER

Everyone with
digitization, data and improved processes


Wrap up Summary

Why Data-Driven Decision-Making is Important

What are the challenges?

How to create a better Data-Driven Decision-Making system/business organization





When it comes to the future, there are three kinds of people;
those who **let it happens**,
those who **make it happens**,
and
those who **wonder what happened**

John Richardson, Jr

**I asked a wise man,
“tell me sir, in which field
could I make a great career?”**



**He said with a smile, “be a good
human being. There is a lot of
opportunity in this area and
very little competition.”**

PersuasionFactors



Thank you *for your attention!*

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