Data-informed Decision Making is the ability to transform information into actionable and verified knowledge to ultimately make business decisions.

- Identify problems
- Frame questions
- Collect required data
- Communicate and act on decisions
- Transform data to knowledge
- Transform knowledge to decisions
- Evaluate the decisions
**Reimagined Process:** Completely re-think processes by applying data and analytics in such a way as to dramatically increase quality, lower costs and speed time to delivery.

**Customer Intelligence:** Capture data on customer behavior and preferences, both expressed and observed, to provide more enriching experiences, tailored offerings, and secure a long-term loyal relationship.

**New Business:** Use data in new ways to create new monetization streams, either directly from the data itself, or as a byproduct of understanding the data to uncover new opportunities.

**Balanced Risk/Reward:** Increase confidence in decision-making processes to optimize business outcomes and increase agility without incurring undue risk.
Data Quality

Accuracy
Refers to whether the data is correct and accurately represents what it should be

Completeness
Refers to whether there are any gaps in the data from what was expected to be collected and what was actually collected

Consistency
Refers to whether the types of data align with the expected versions of the data that should be coming in

Uniqueness
Refers to whether the data is unique and captured once, even though it may have multiple purposes

Timeliness
Refers to the expectation of when data should be received in order for the information to be used effectively
From Data to Wisdom

- **Raw**: Adapt it to your needs and capture your audience’s attention
- **Information**: Understand, add meaning, relevance and purpose
- **Knowledge**: Transform through personal application values and beliefs
- **Wisdom**: Enrich through experiences