

## Data Driven Organization & Culture

### Decision Making with Data

Storytelling  
with Data

Understanding  
Uncertainty in  
Data

Problem  
Solving with  
Data

Decision  
Making  
Frameworks

Systems  
Thinking

### Data Analytics and Evaluation

Thinking  
Analytically

Descriptive

Exploratory

Inferential

Predictive

### Data Strategy

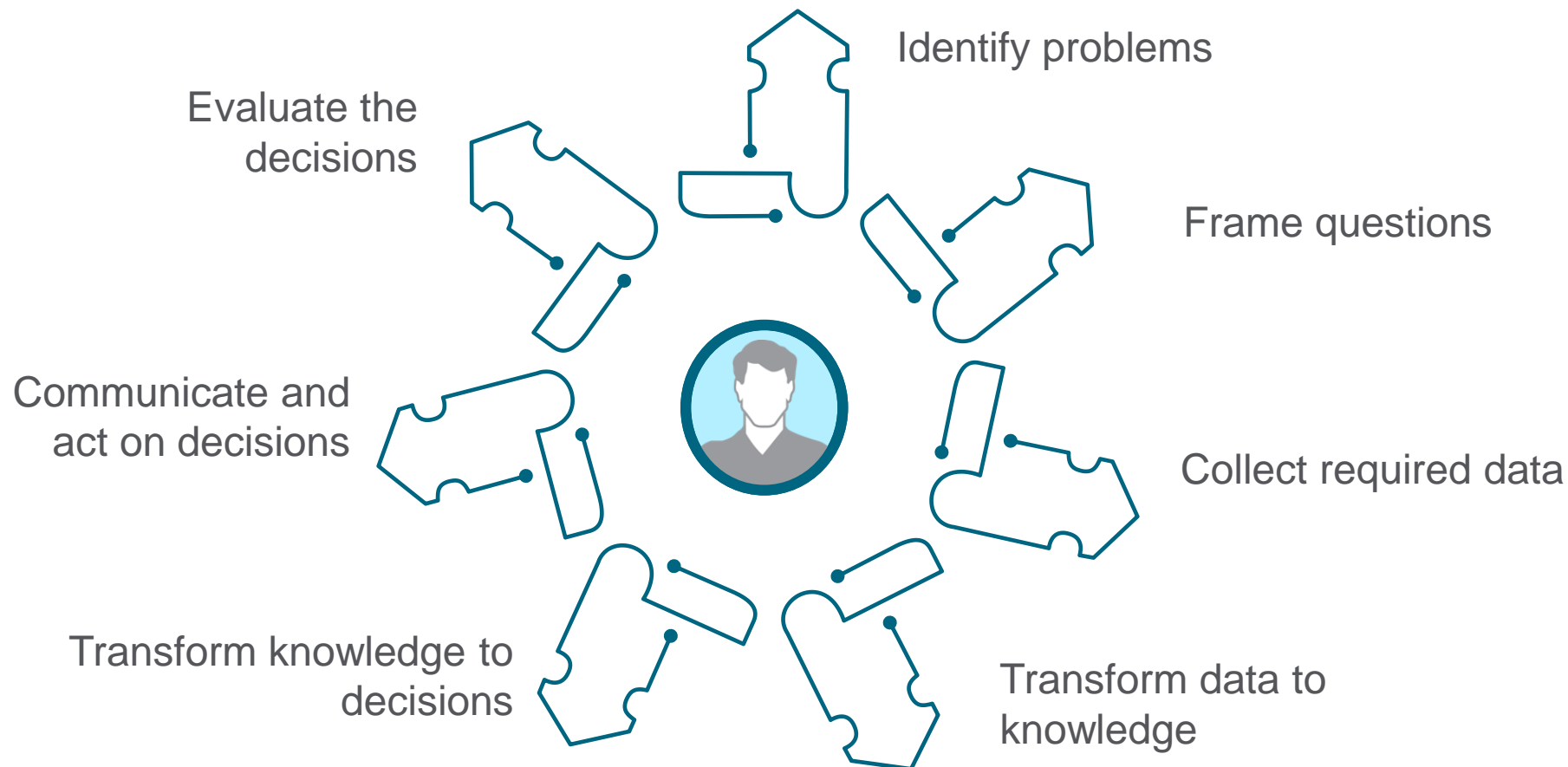
Data  
Collection

Data  
Management

Data  
Governance

Understanding Data

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



## 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

