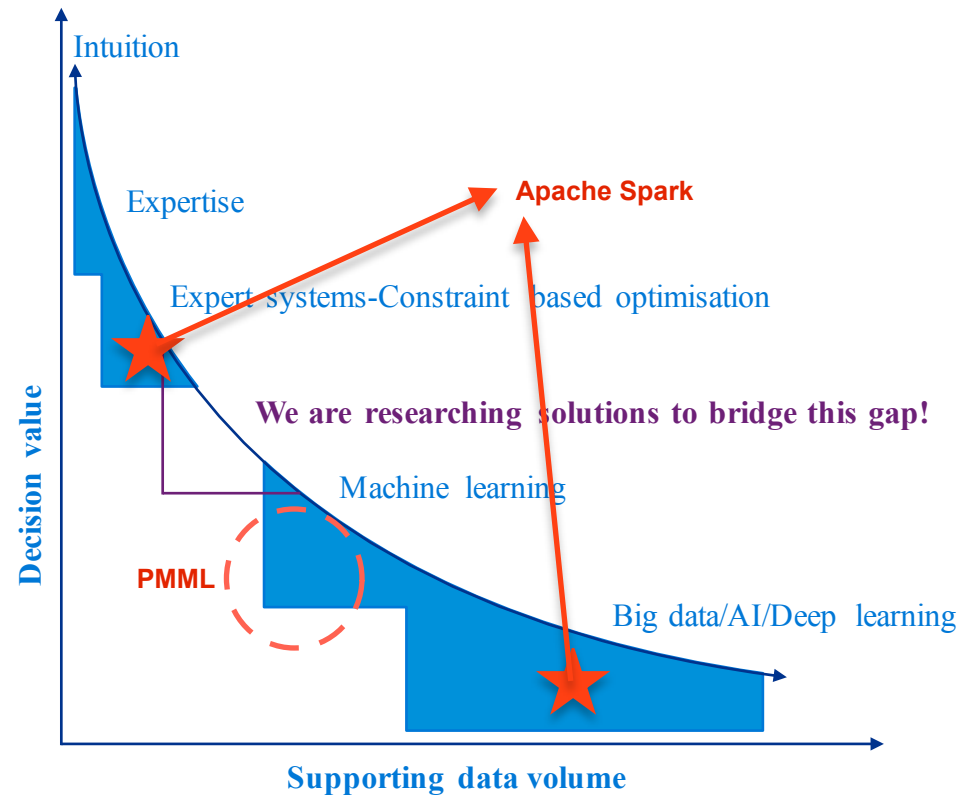


# Decision Value vs Data Volumes

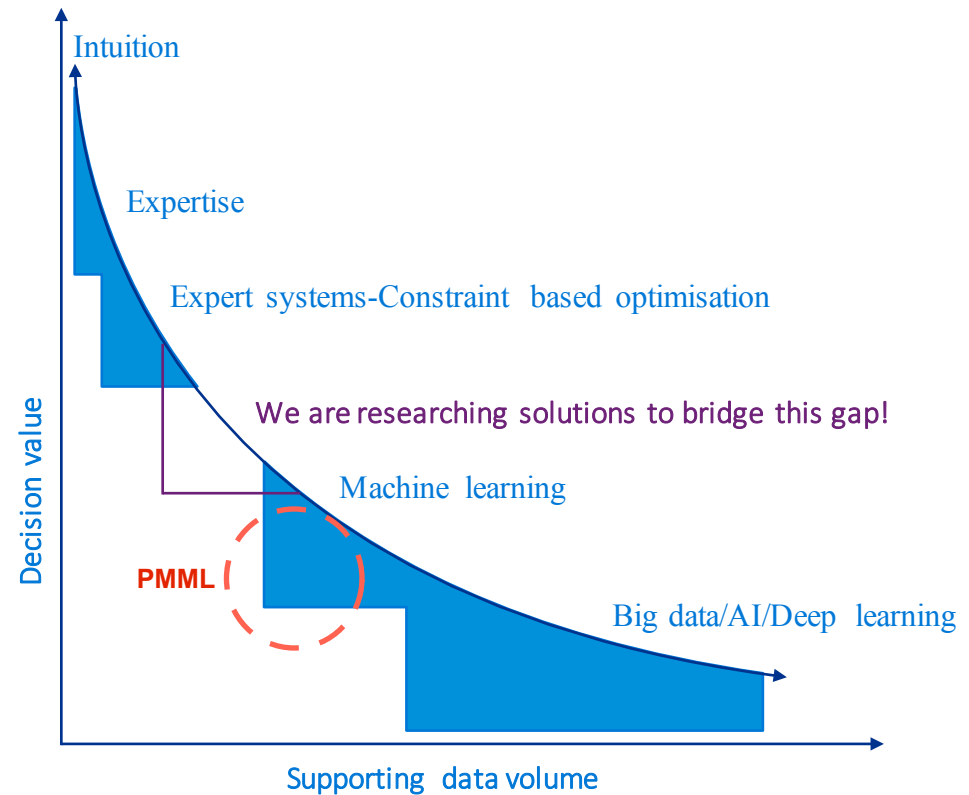
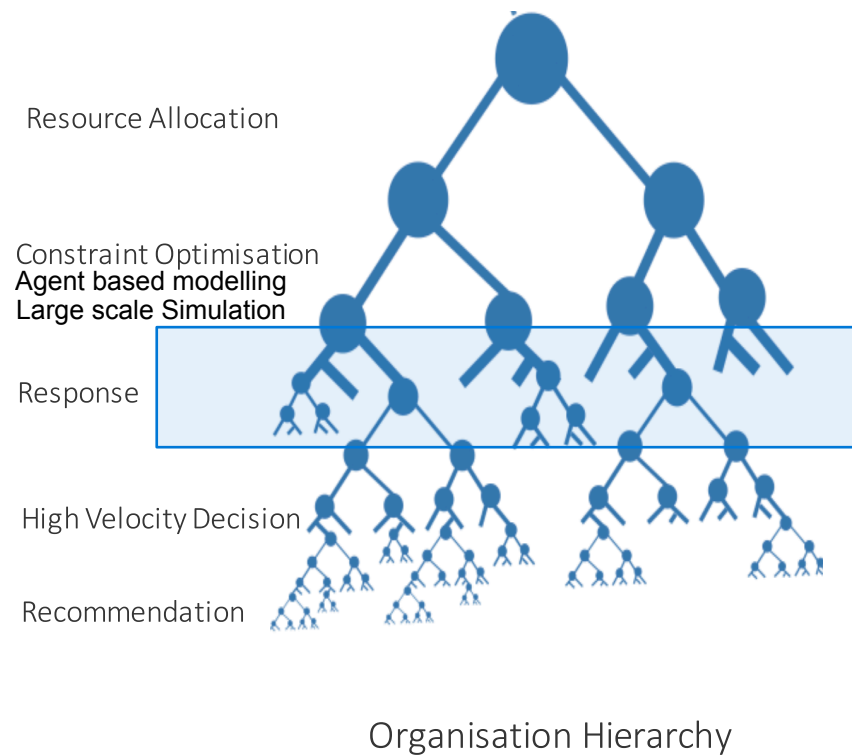


## Making decisions in data poor and data rich environments

- High value decisions in organisations are usually made in data poor environments based on judgement and expertise.
- Increasingly low decision value decisions are being made by machines at scale. In aggregate these decisions drive value.
- Instinctively organisations that codify and enrich both ends of the decision spectrum will out perform those that can't.



# Decision Value vs Data



# A.I. Scope.

A.I. Scope much wider than just Data Science. Not just about chatbots.

Our teams are now working across the curve to deliver “co-created solutions” extracting knowledge from data with Algorithms AND from human experts via heuristics.

