

# DATA DRIVEN STRATEGY

Unlocking your data for value



# UNLOCKING DATA

KEY ACTIVITIES



## DATA CAPTURE

KEY OUTCOMES

- Structured
- Unstructured
- Raw
- Processed
- Existing



## ANALYTICS



## INSIGHTS



## VALUE

- Internal
- External
- Competitive

# DEVELOPING A DATA-DRIVEN STRATEGY



# Build your Data deliberately



## Leverage the right tools



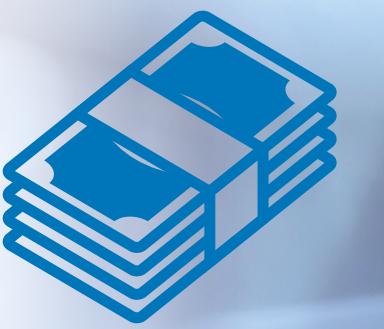
# Build the right Culture

# MAKING YOUR STRATEGY WORK

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Revenue



Cost



Value Proposition



**INNOVATING WITH DATA**

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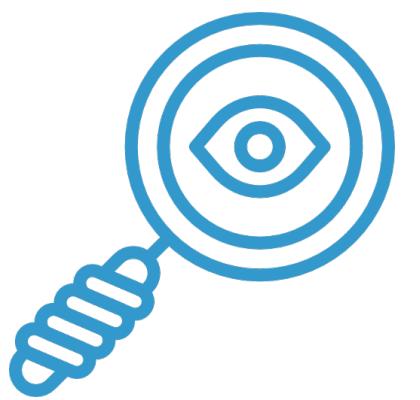


**HEWLETT<sup>®</sup>  
PACKARD**

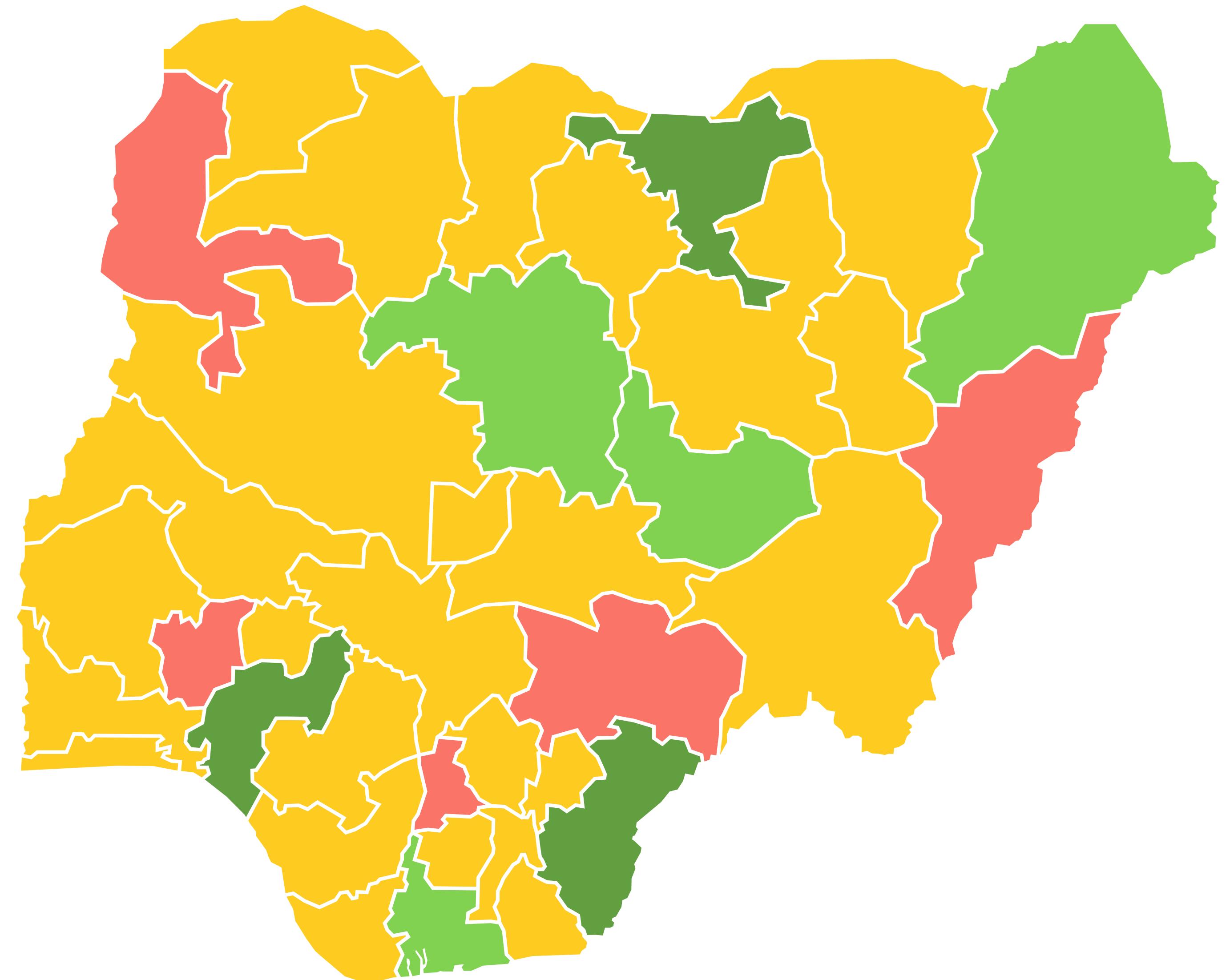


## INNOVATING WITH DATA

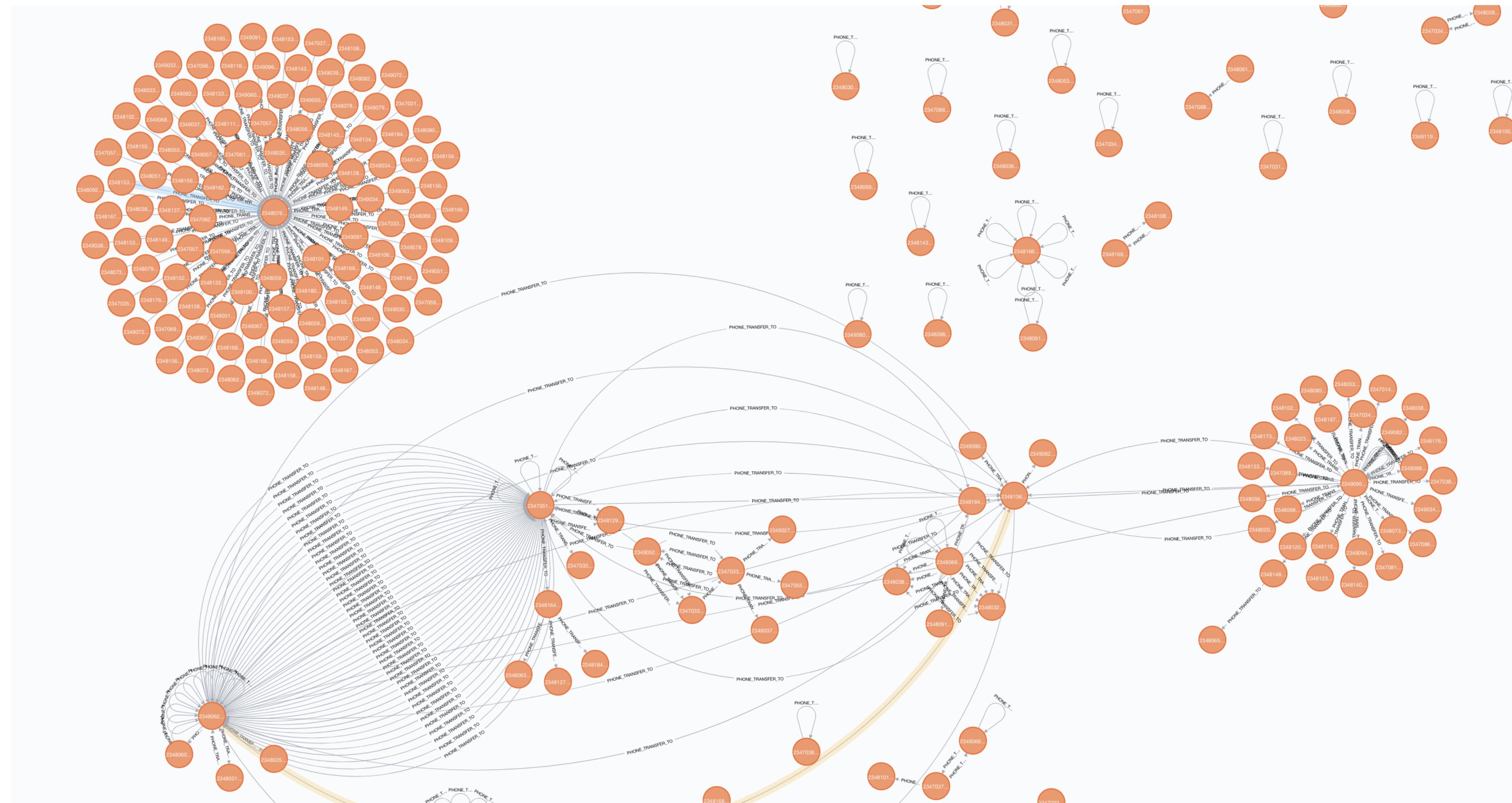
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Competitiveness  
At Retail

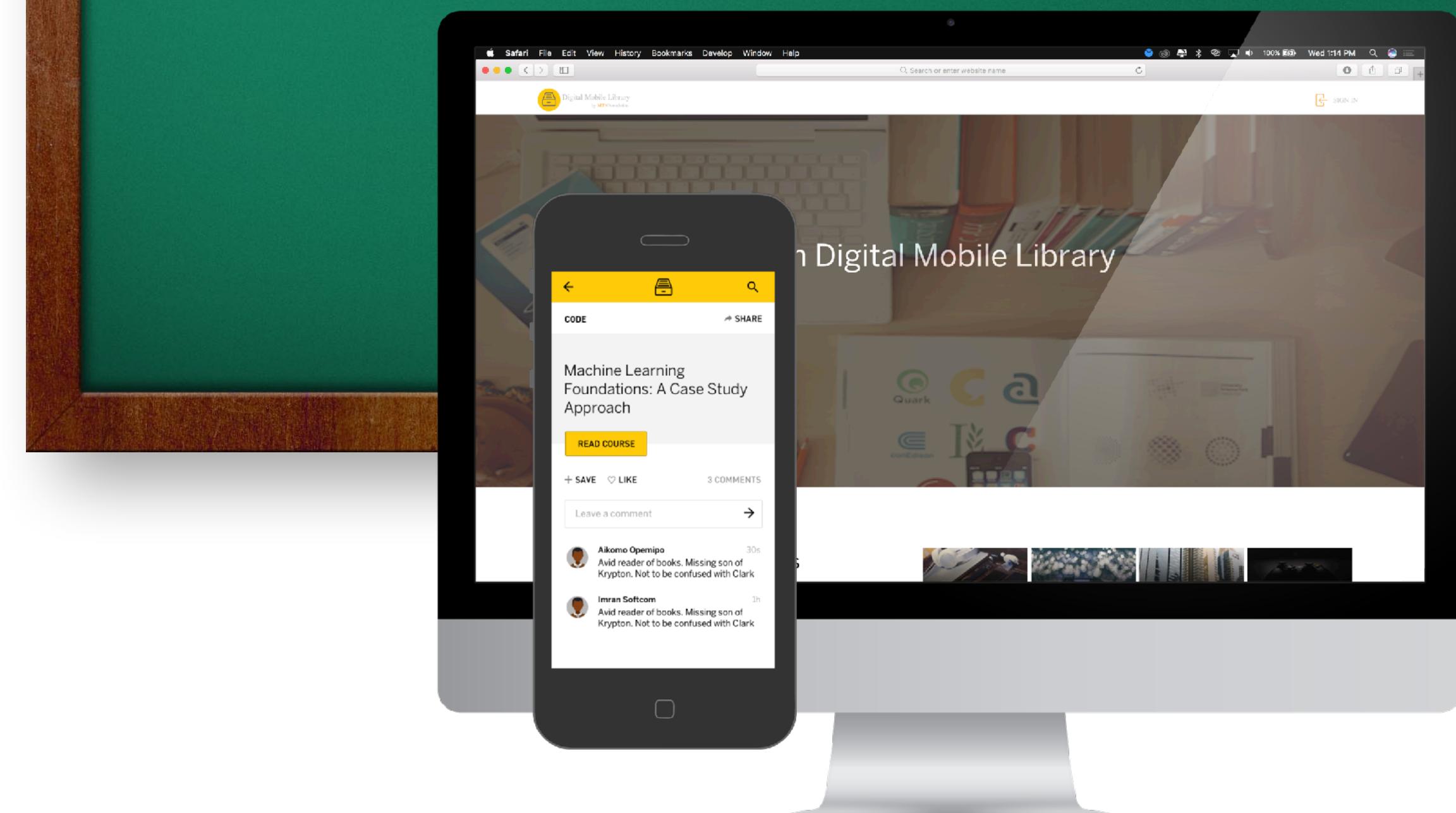
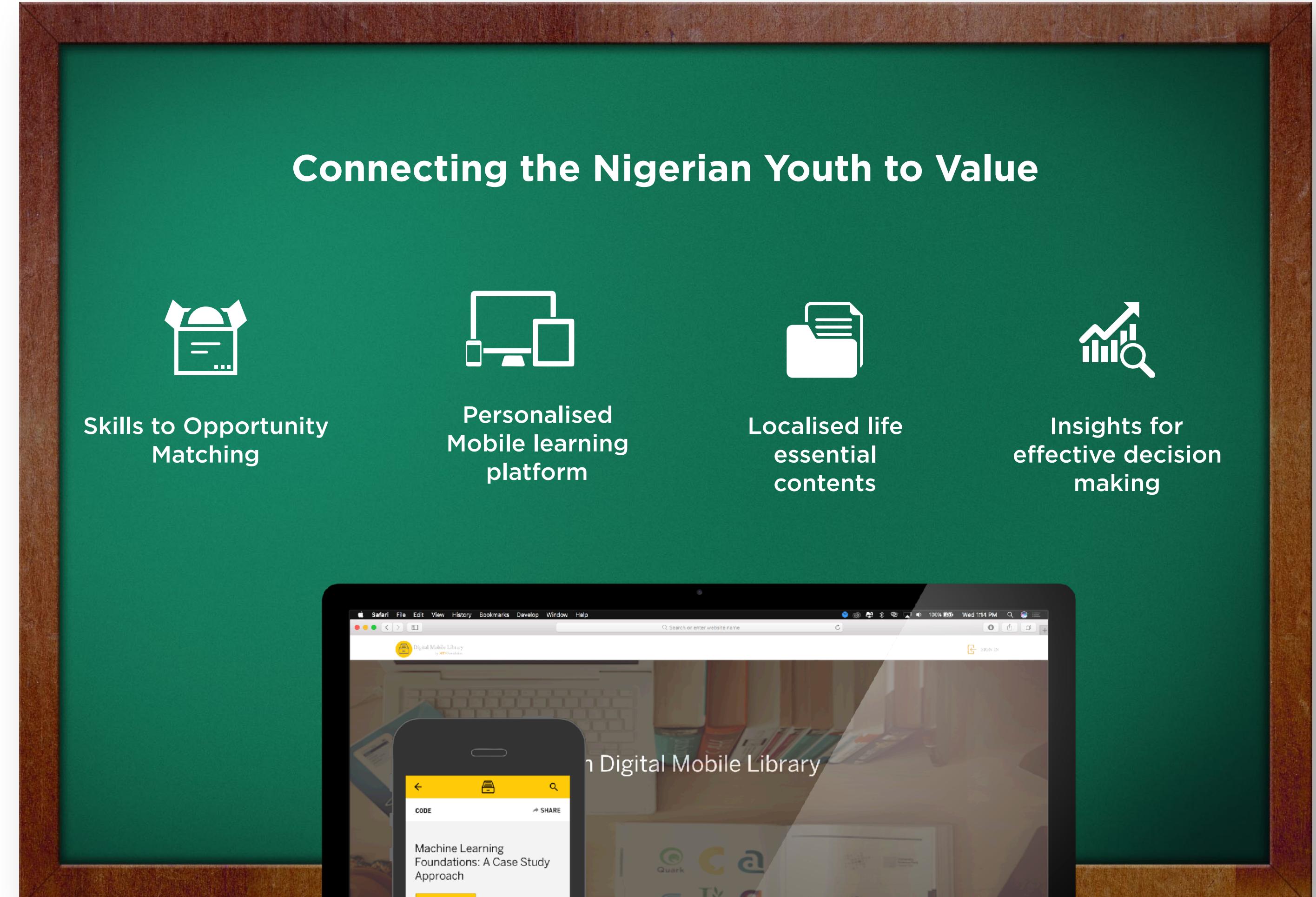


# INNOVATING WITH DATA



# INNOVATING WITH DATA

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# Thank you!