

Datafication



1

What is Datafication?

Datafication is about turning information into digital data to enable analysis and informed decision-making.

It encompasses data from diverse sources like social media, sensors, and customer interactions, offering a comprehensive view.

The digital data generated through datafication aids in making better decisions across various fields.

2

The Benefits of Datafication

Efficiency and
Decision-
Making

Personalization

Optimized
Operations

Enhanced
Customer
Experience

Uncovering
Insights

3

The Challenges of Datafication



Privacy Concerns



Algorithm Reliance

4



Datafication and Ethics

- Data Privacy Concerns
- Bias and Discrimination
- Ethical Responsibility

5

Implementing Datafication



DATA ANALYTICS
TOOLS



EXPERT HIRING

6

Anticipate customer needs and preferences



major impact is in sustainability