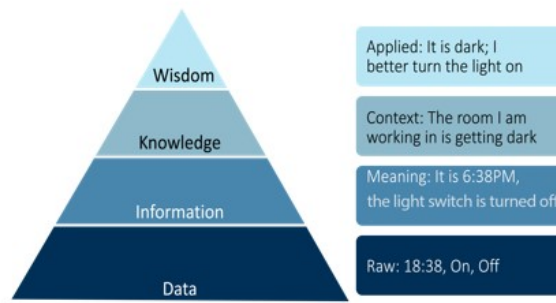


DATA PYRAMID



Example	Data	Information	Knowledge	Wisdom
Key Words to Think About	Raw, Unprocessed, Facts, Numbers, Unstructured Info	Organized, Structured, Processed, Summarized, Presented, Categorized	Understand, Patterns, Insights, Relationships, Interpretations, Learned, Trends	Decide, Strategic, Recommended, Implement, Optimize, Predict, Improve
Health Care	Collects data from tests, patient records and medical devices	Organizing the information so nurses and doctors can interpret and categorize it.	Hospital team identifies correlations and establishes causations between symptoms, tests results, and medical histories.	Knowledge is applied in decision-making processes. The hospital uses this knowledge to make informed decisions about patient care.
Technology Devices	Smartwatches collect various data throughout the day, steps taken, heart rate, calories burned, etc.	Smartwatch process the data and organizes it and presents it in a more understandable way through graphs, charts, or notifications.	The smartwatch's algorithms and machine learning capabilities start recognizing patterns in data. It might identify correlations between certain activities, heart rate, and sleep qualities	The device then provides actionable insights and recommendations. The wisdom is personalized and aimed at improving the user's overall health and well-being.
Online Shopping—Example Amazon	Amazon collects vast amounts of data including customer browsing history, purchase behavior, reviews, search queries.	Through analytics and data processing tools, amazon transforms the raw data into structured and categorized information. Analyzing patterns to identify popular products, understand customer preferences, track inventory.	By using sophisticated algorithms and machine learning modules, they analyze historical data to forecast trends, optimize logistics of faster delivery, personalize recommendations	They use the knowledge to make decisions that impact various aspects of business such as predicting market demand, enhancing customer experience through tailored recommendations and personalized services.

