

# Data-Driven Decision Making



## KEY LEARNINGS: DATA-DRIVEN DECISION MAKING

### 1. The Link Between Process Improvement & Data

- Process improvement is powerful, but only if you know where to focus.
- Random tweaks = hit or miss.
- Solution? Data-driven decision-making ensures precise improvements.

### 2. The Airline Story: A Classic Case of Data Neglect

- Scenario 1: No Data Analysis
  - An airline receives customer complaints about delays.
  - Management dismisses concerns, assuming customers are just picky.
  - Months later, top-tier clients leave for competitors.
  - The real problem? Inefficient scheduling—but by the time they notice, the damage is done.
- Scenario 2: Data-Driven Approach
  - Instead of dismissing complaints, the airline analyzes delay data.
  - They identify peak congestion hours and optimize scheduling.
  - Delays drop, customer satisfaction improves, and loyalty increases.

### 3. What is Data-Driven Decision Making?

- It's the practice of using facts, numbers, and trends to guide decisions.
- It removes guesswork and provides clear, actionable insights.
- Instead of reacting to problems, companies can predict and prevent them.

### 4. Why Data is the Ultimate Competitive Advantage

- Without data: Businesses rely on hunches, assumptions, and trial-and-error.
- With data: Companies make informed, strategic moves that drive results.

Data is not just a rearview mirror (looking at past mistakes).

It's a crystal ball (predicting future risks & opportunities).

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### 5. The Big Takeaway: Data is Your Best Decision-Making Tool

- Every industry thrives on data: Airlines, hospitals, factories, retail, finance—you name it.
- Data reveals patterns, gaps, and solutions that would otherwise go unnoticed.
- Smart businesses don't guess—they analyze.

### 6. The Cliffhanger: What's Next?

- We know data is key—but how do we actually collect, measure, and use it?
- The next step: Exploring the tools and techniques that turn raw data into business gold!

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