**What do we know already**?

* Well, we know that data is a collection of facts.
* We also know that data analysis reveals important patterns and insights about that data.
* Finally, we know that data analysis can help us make more informed decisions.

Now, we'll look at how data plays into the decision-making process and take a quick look at the differences between data-driven and data-inspired decisions.

Let's look at a real-life example.

Think about the last time you searched "restaurants near me" and sorted the results by rating to help you decide which one looks best. That was a decision you made using data.

**Data-inspired decision-making definition**.

* Data-inspired decision-making explores different data sources to find out what they have in common.

Here at Google, we use data every single day, in very surprising ways too. For example, we use data to help cut back on the amount of energy spent cooling your data centers. After analyzing years of data collected with artificial intelligence, we were able to make decisions that help reduce the energy we use to cool our data centers by over 40 percent.

**Algorithm**

An **algorithm** is a process or set of rules to be followed for a specific task.

Data is straightforward, facts collected together, values that describe something. Individual data points become more useful when they're collected and structured, but they're still somewhat meaningless by themselves. We need to interpret data to turn it into information.