

# How Data Informs Better Decisions.

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- Data-driven decision-making
  - Using facts to guide business strategy

## Steps

- Define Business Needs
- Find Relevant Data
- Analyze and Process Data
- Define trends, patterns and relationships within the Data

## Subject Matter Experts

- Include insights from people who are familiar with the problem
- Have the ability to look at the results of data analysis and identify inconsistencies, make sense of "grey area's" within data results and are able to validate choices being made.