



Data Driven Decisions

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Data Driven Decisions

- It's a process of making organizational decisions based on actual data rather than intuition or observation alone.
- It's the paradigm talks about how the digital data helps to narrow down the point of decision
- Efforts to support the process of arriving at conclusion

Data Driven Decisions

► Advantages

- Confident decisions
- More proactiveness
- Actual cost saving
- Possible to trap the signals thrown by data
- On going learning from data
- Saves you from future possible danger

Enterprise Data Management

- Organization's capacity to integrate, govern, secure, and utilize data from multiple data streams

Enterprise Data Management

► Components of EDM

- Data Governance: Policies and processes used to ensure the integrity, quality, and security of data
- Data Integration : Moving and consolidating a business's varied data into one, accessible place
- Master Data Management: Tools or applications used as part of an enterprise data management strategy to help create master versions of data and provide a consistent view of scattered data
- Data Security: measures in place to ensure data is protected at all points of its lifecycle, including data at rest and data in transit.

Data Preparation

➤ Data Preparation Pipeline

- Access the data.
- Ingest (or fetch) the data.
- Cleanse the data.
- Format the data.
- Combine the data.
- And finally, analyze the data.