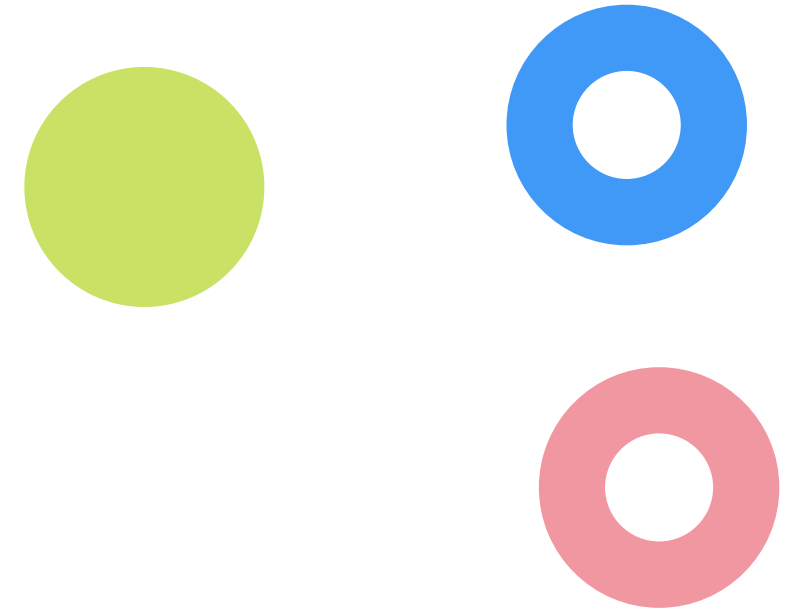

Data-Driven Decision

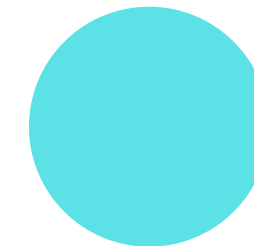
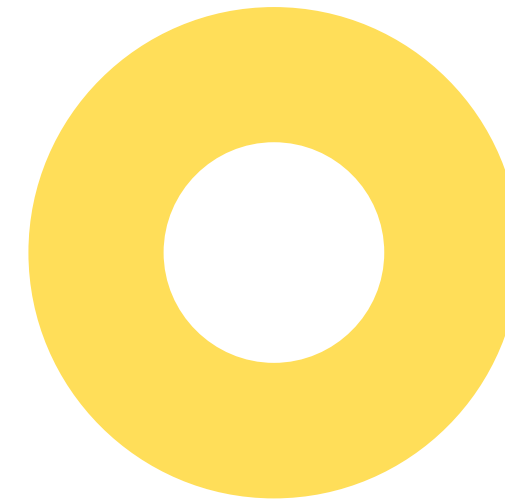
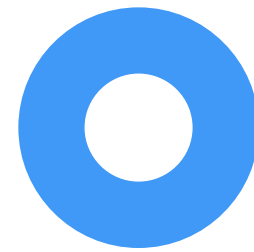


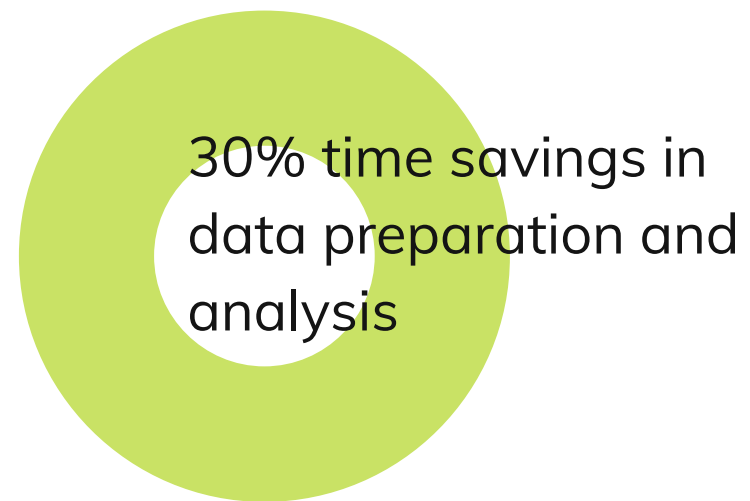
itsmecevi.github.io: Data-Driven Strategist



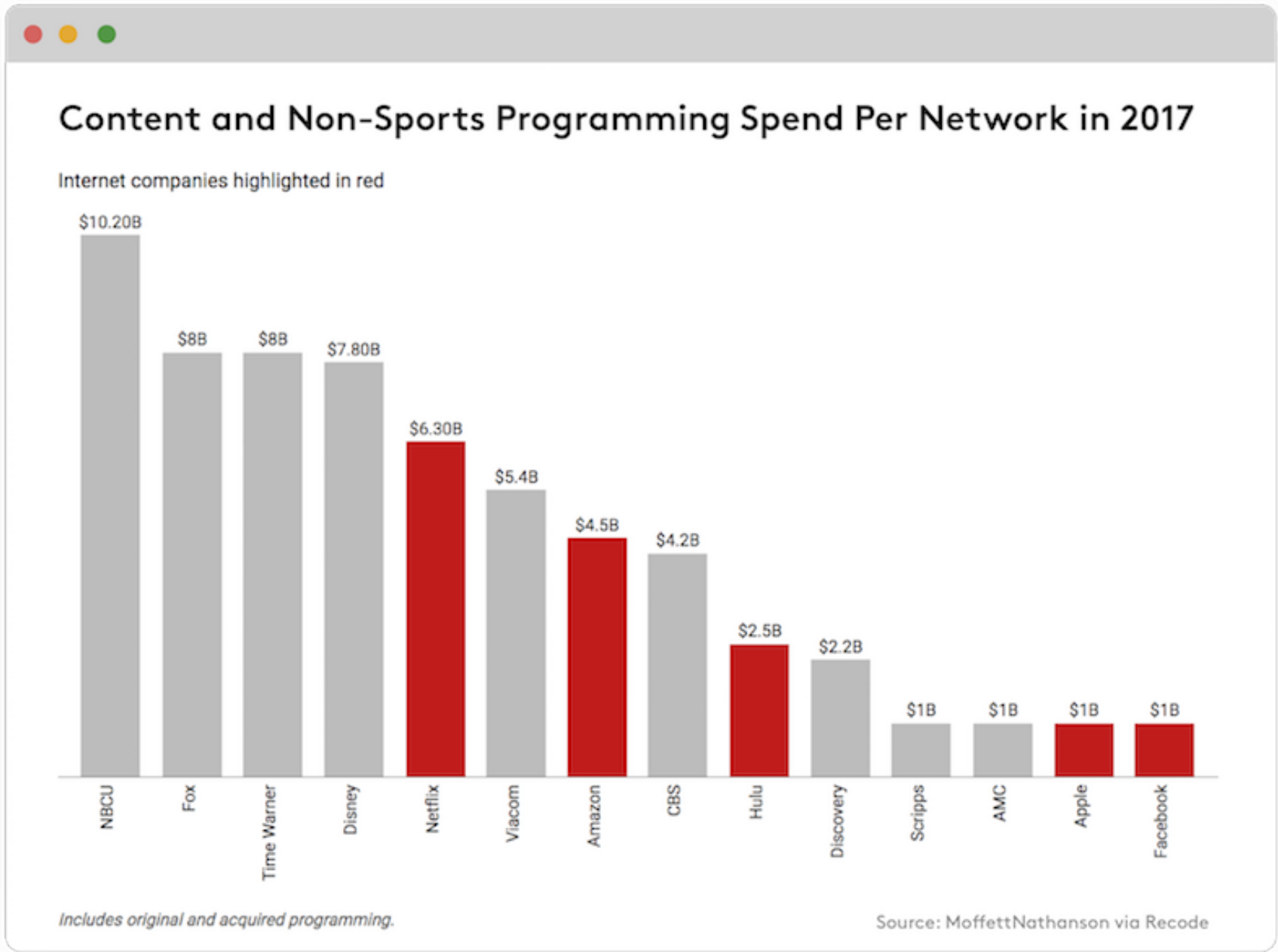
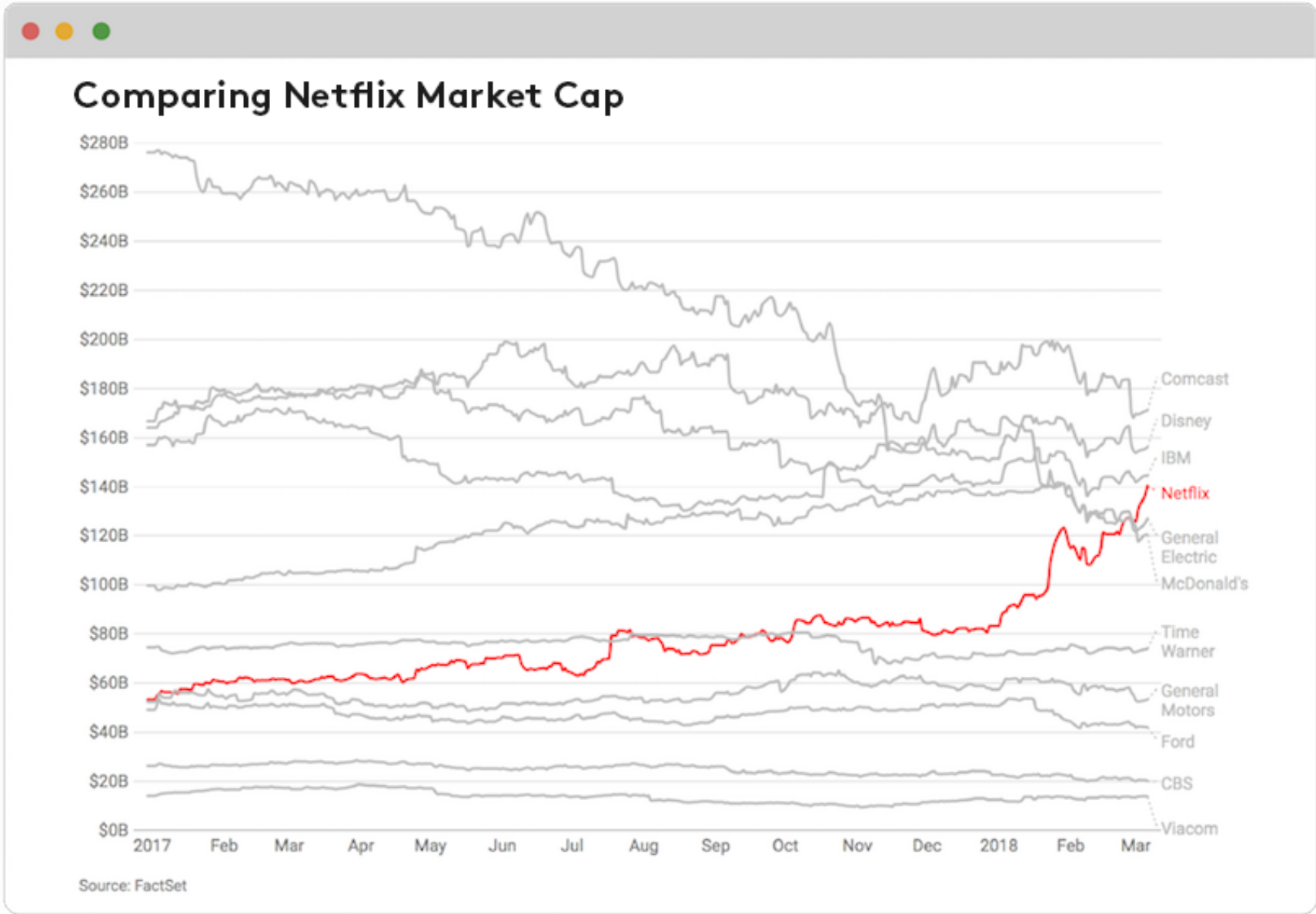
It's Time to Stop Being “Data-Driven” (And Start Being Data-Informed)

- Data-driven: You let the data guide your decision-making process
- Data-informed: You let data act as a check on your intuition



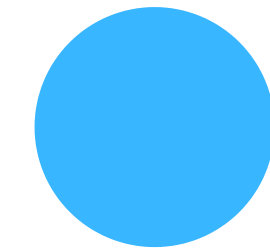


Lufthansa Group...



Utopia...

- Gartner: 85% of big data projects fail
- Capgemini: Only 27% success
- IBM: 1 in 3 Industry leaders lacks of data-driven cultures

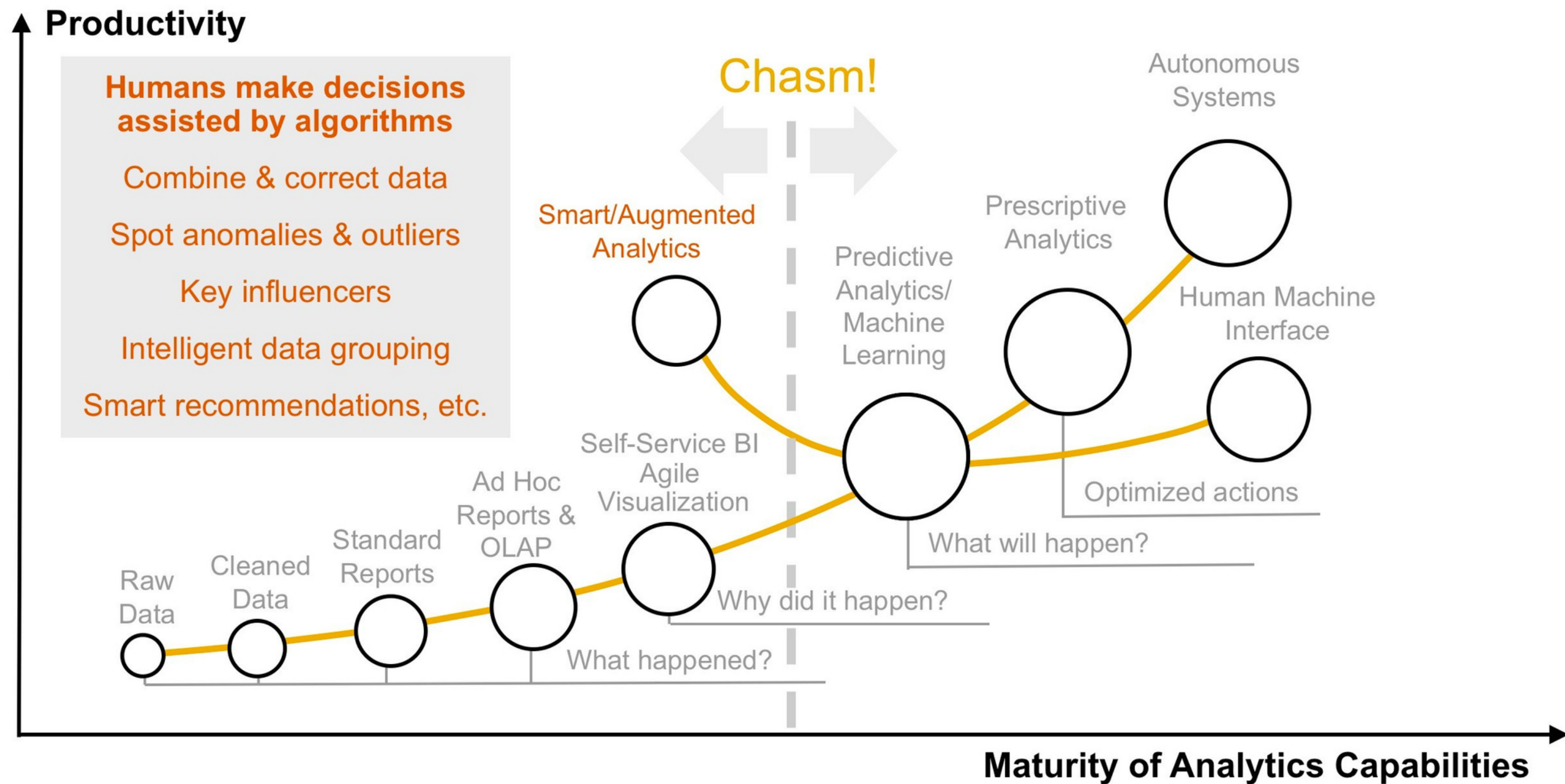


Key Points

TO BE DATA DRIVEN, IT'S NOT ENOUGH TO COLLECT AND MINE DATA. WE NEED THE CULTURE...!

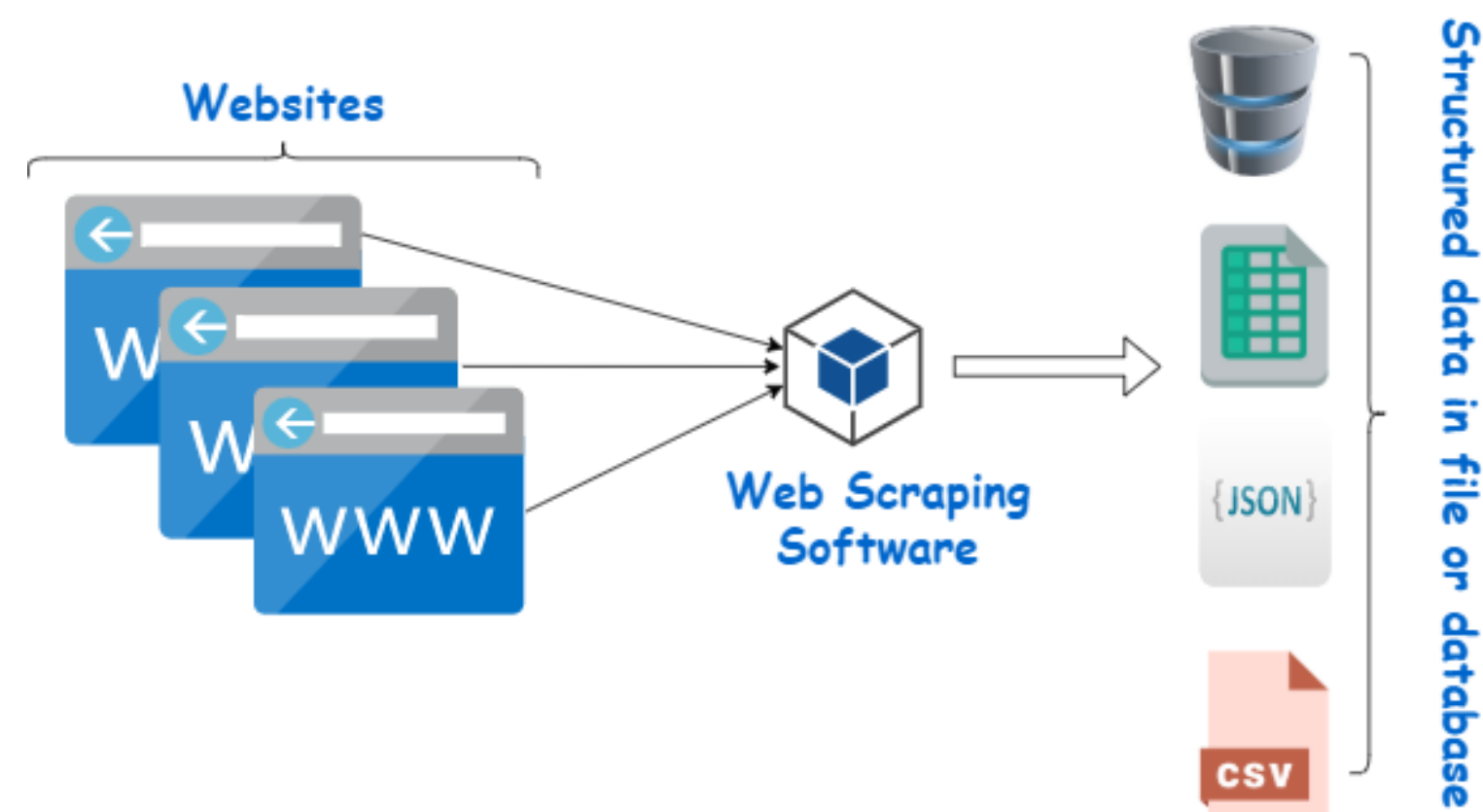
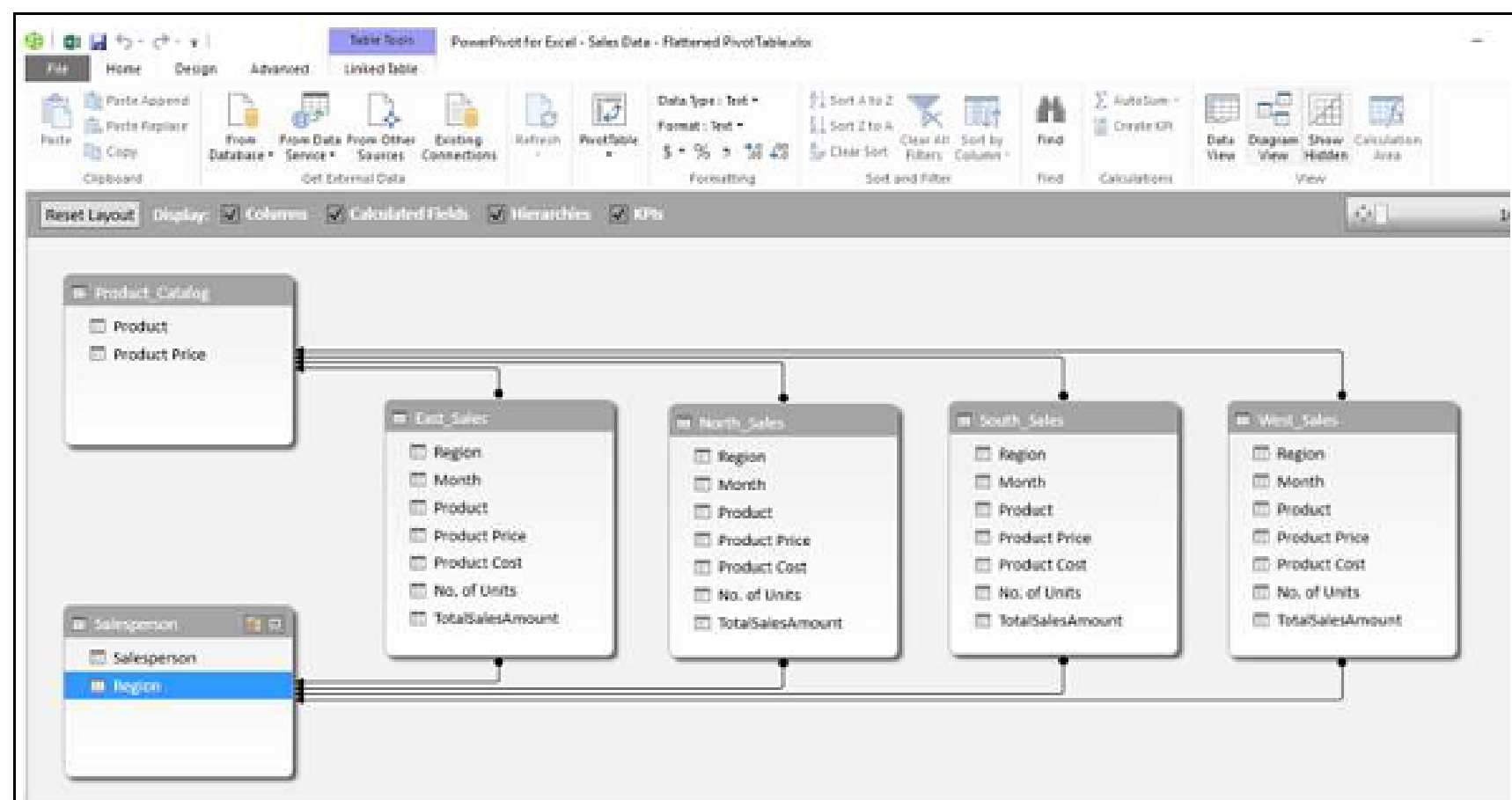
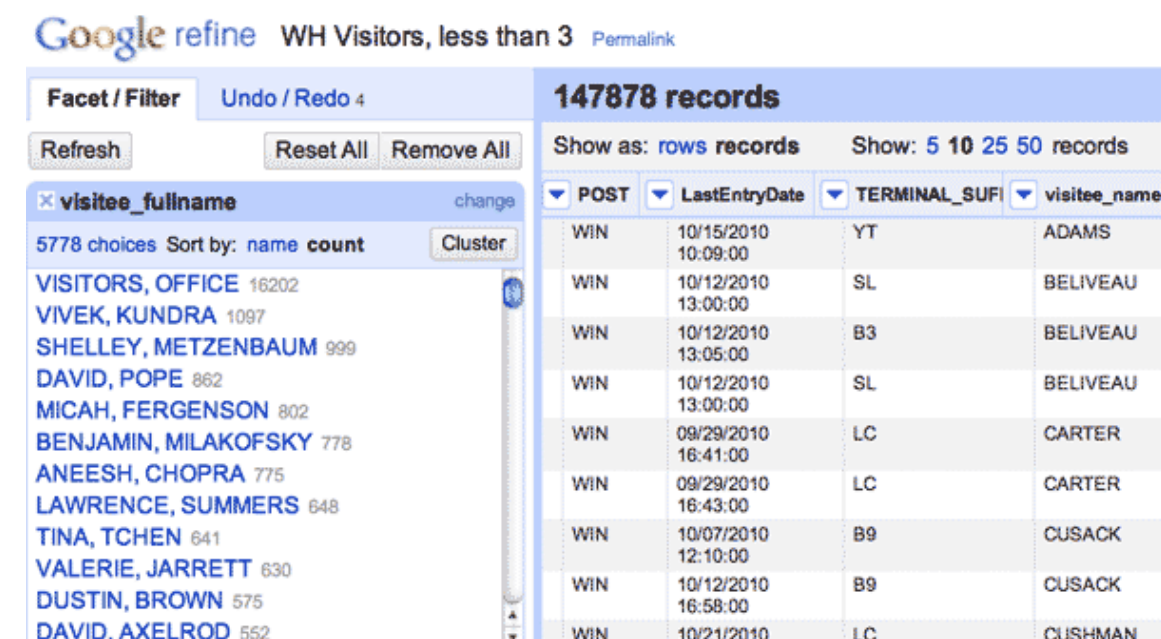
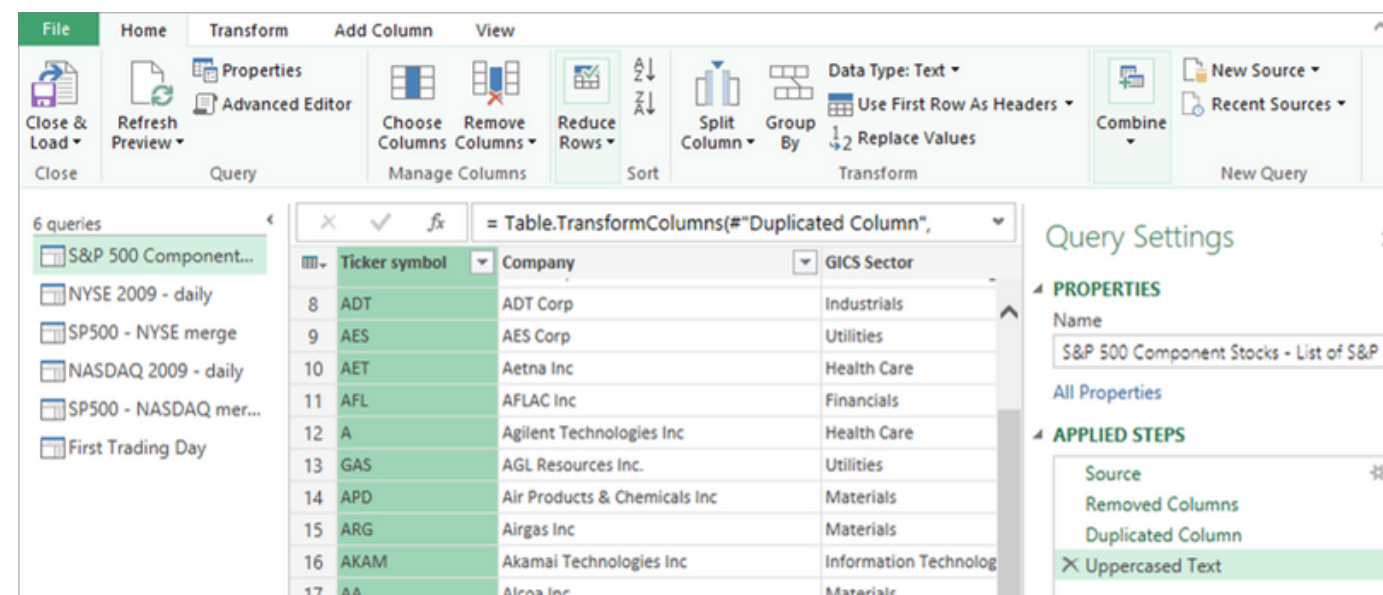
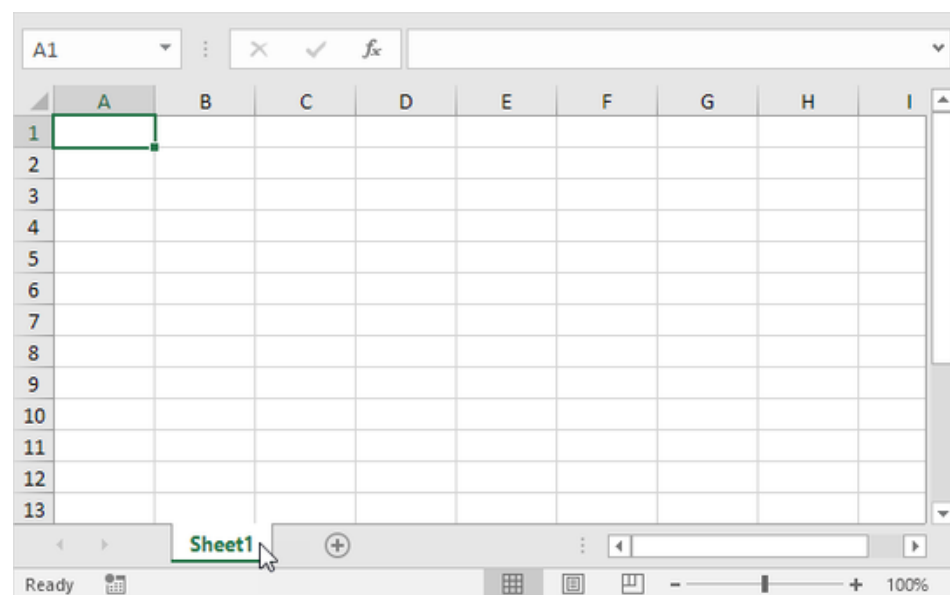
DON'T OPTIMISE FOR DATA! OPTIMISE FOR LEARNING!

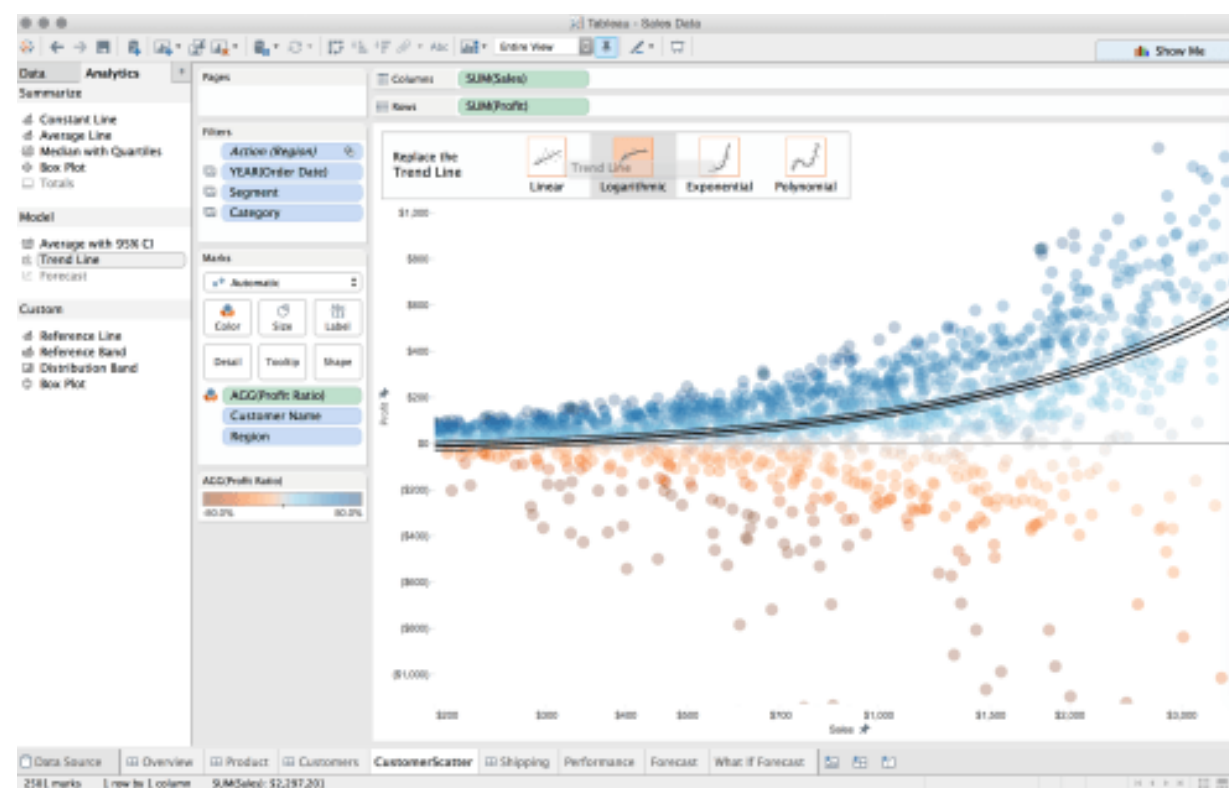
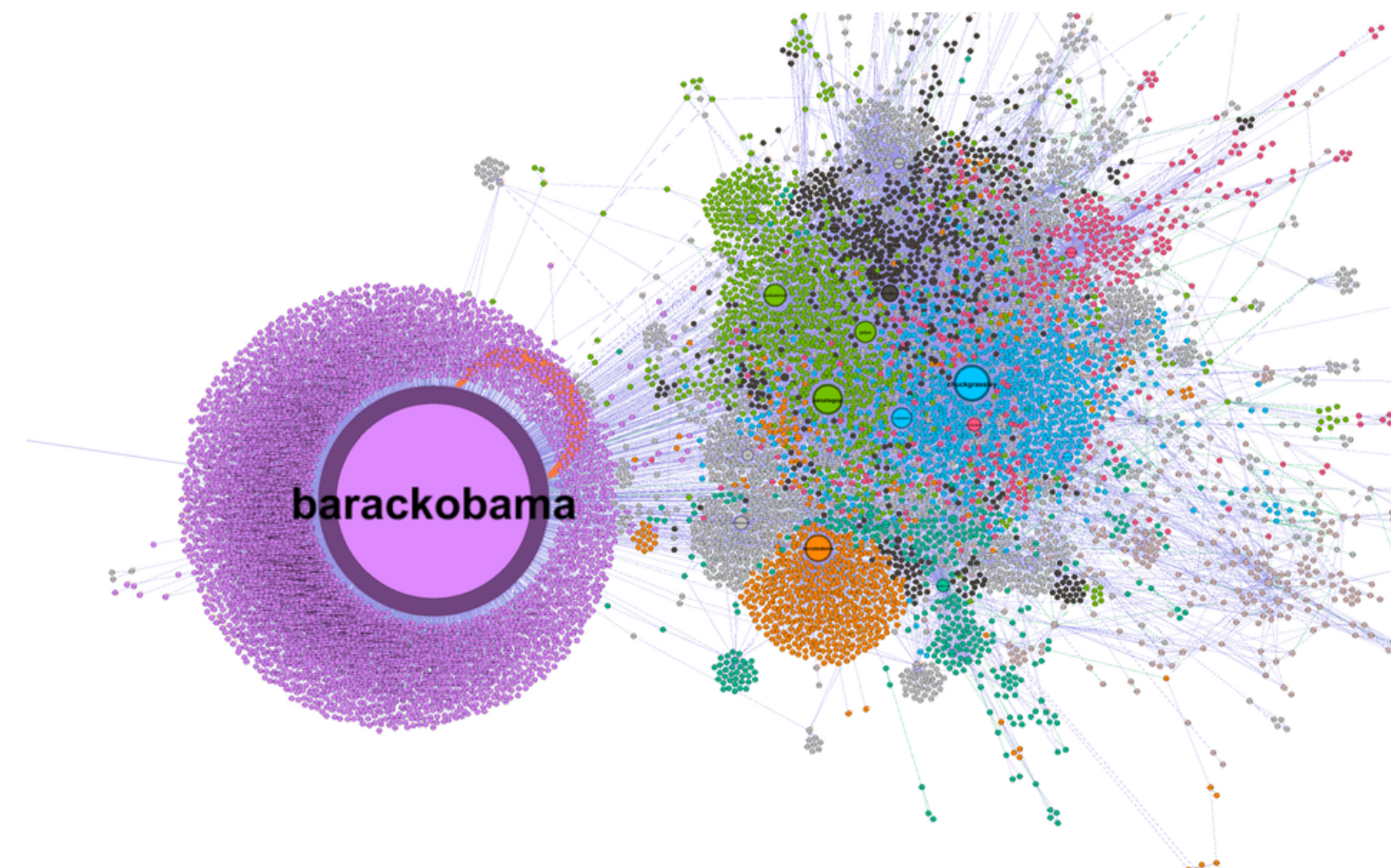




Coding without code









CEVI HERDIAN

DATA-DRIVEN STRATEGIST

Let's Talks

itsmecevi.github.io

