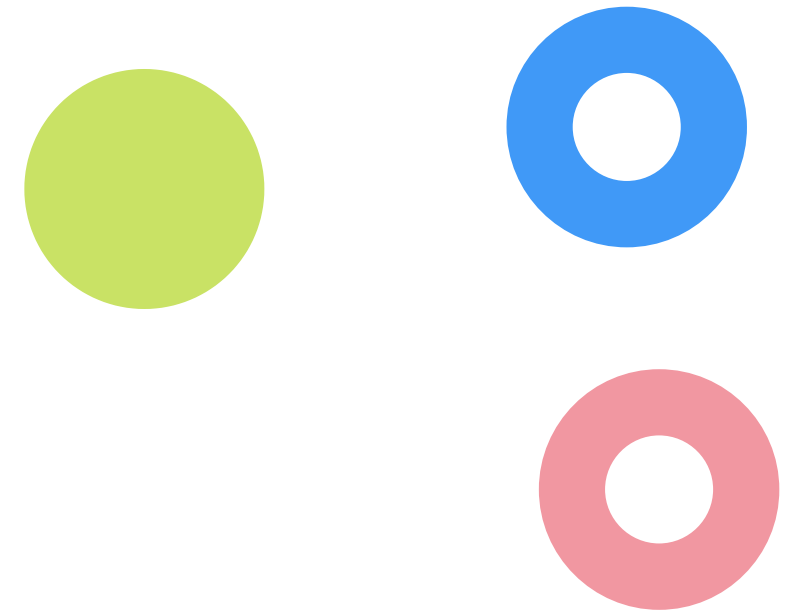


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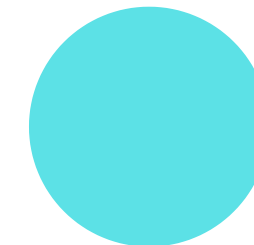
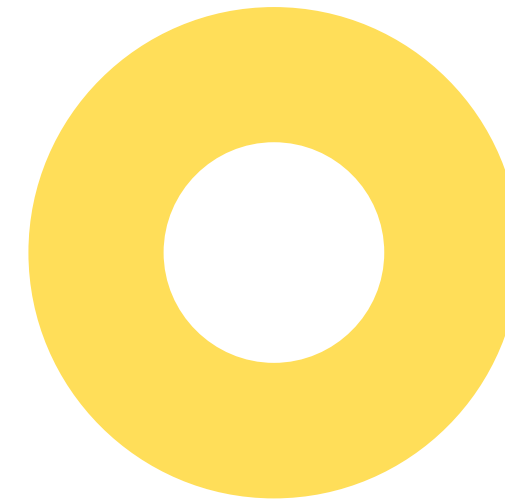
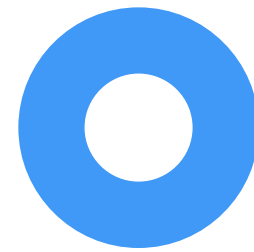
# Data-Driven Decision

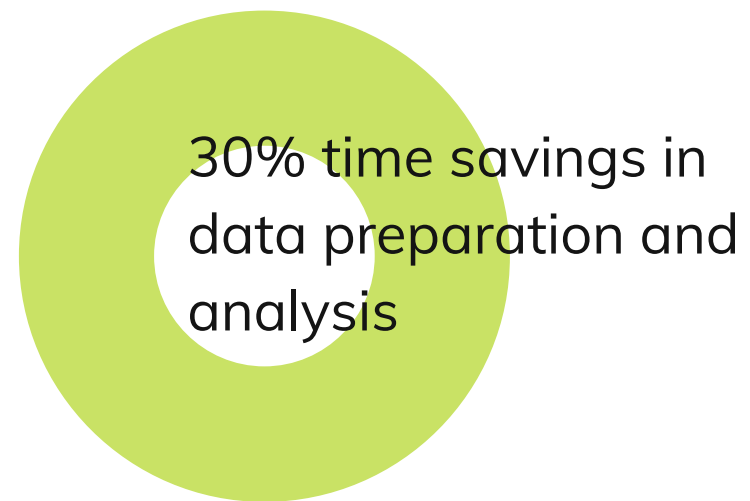
itsmecevi.github.io  
widyaanalytic.com



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

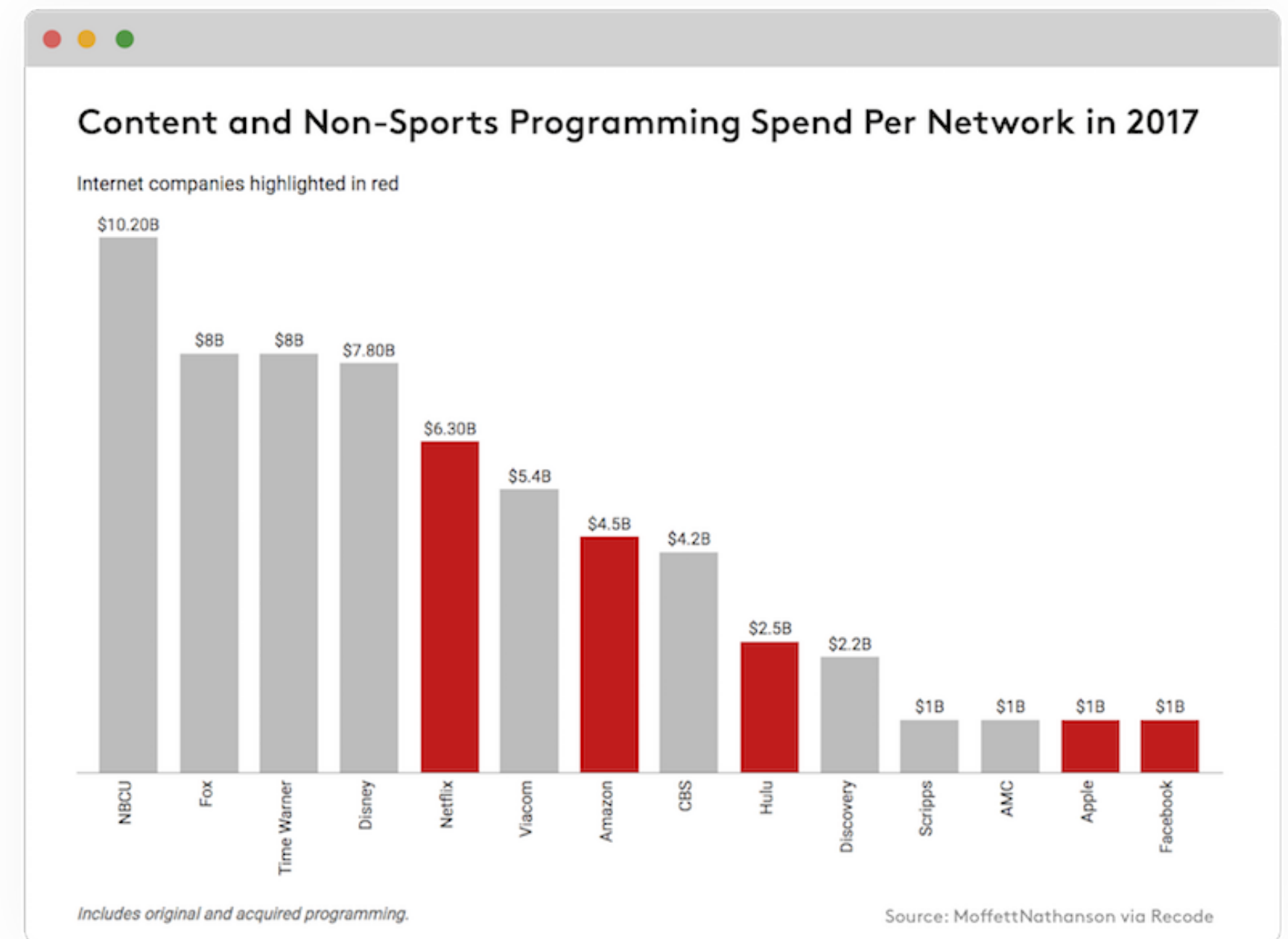
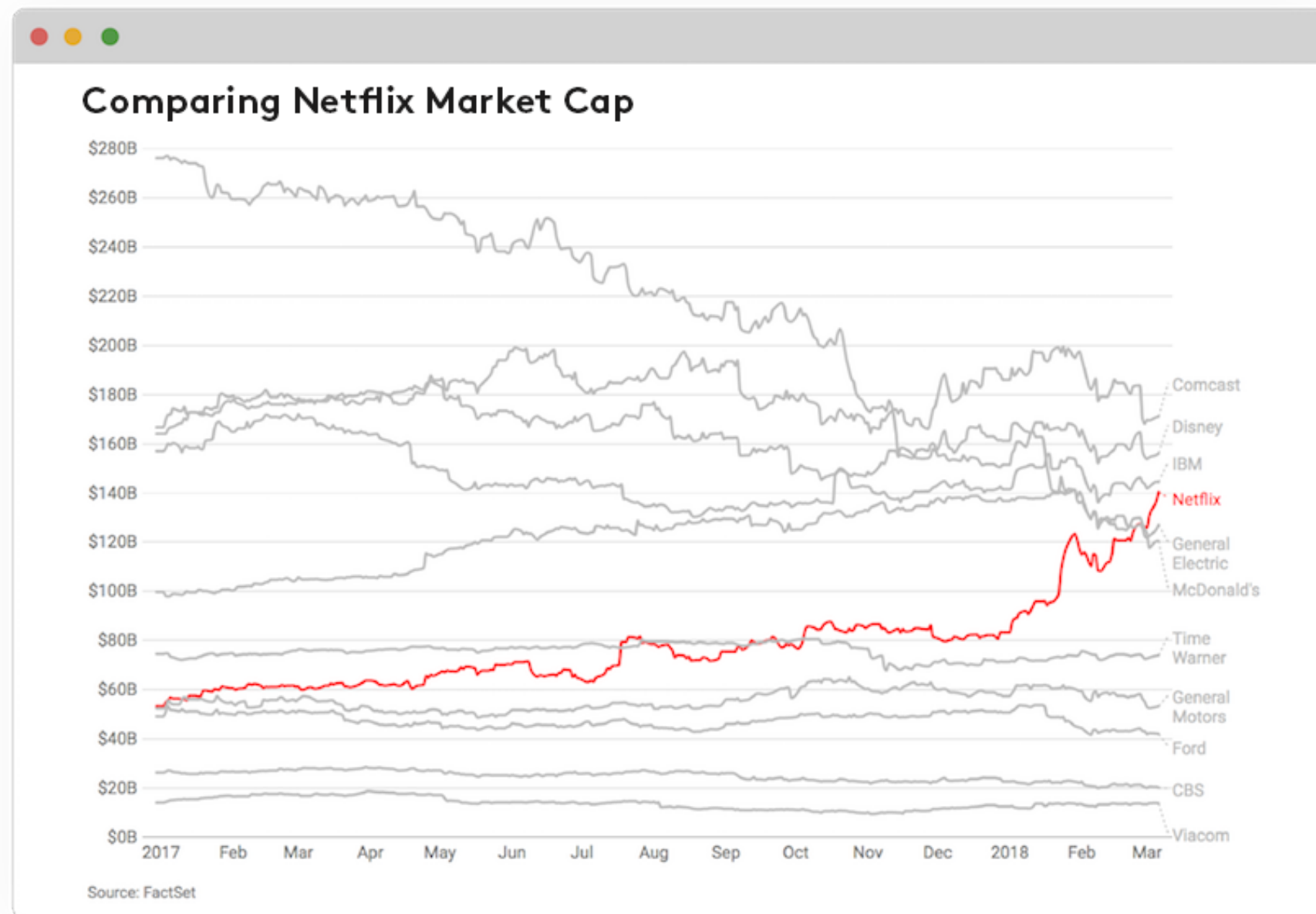
- Data-driven: You let the data guide your decision-making process
- Data-informed: You let data act as a check on your intuition





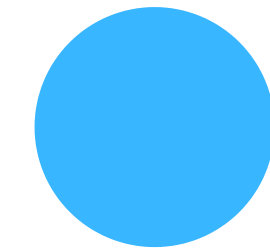
# Lufthansa Group...

# Netflix...



# Utopia...

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

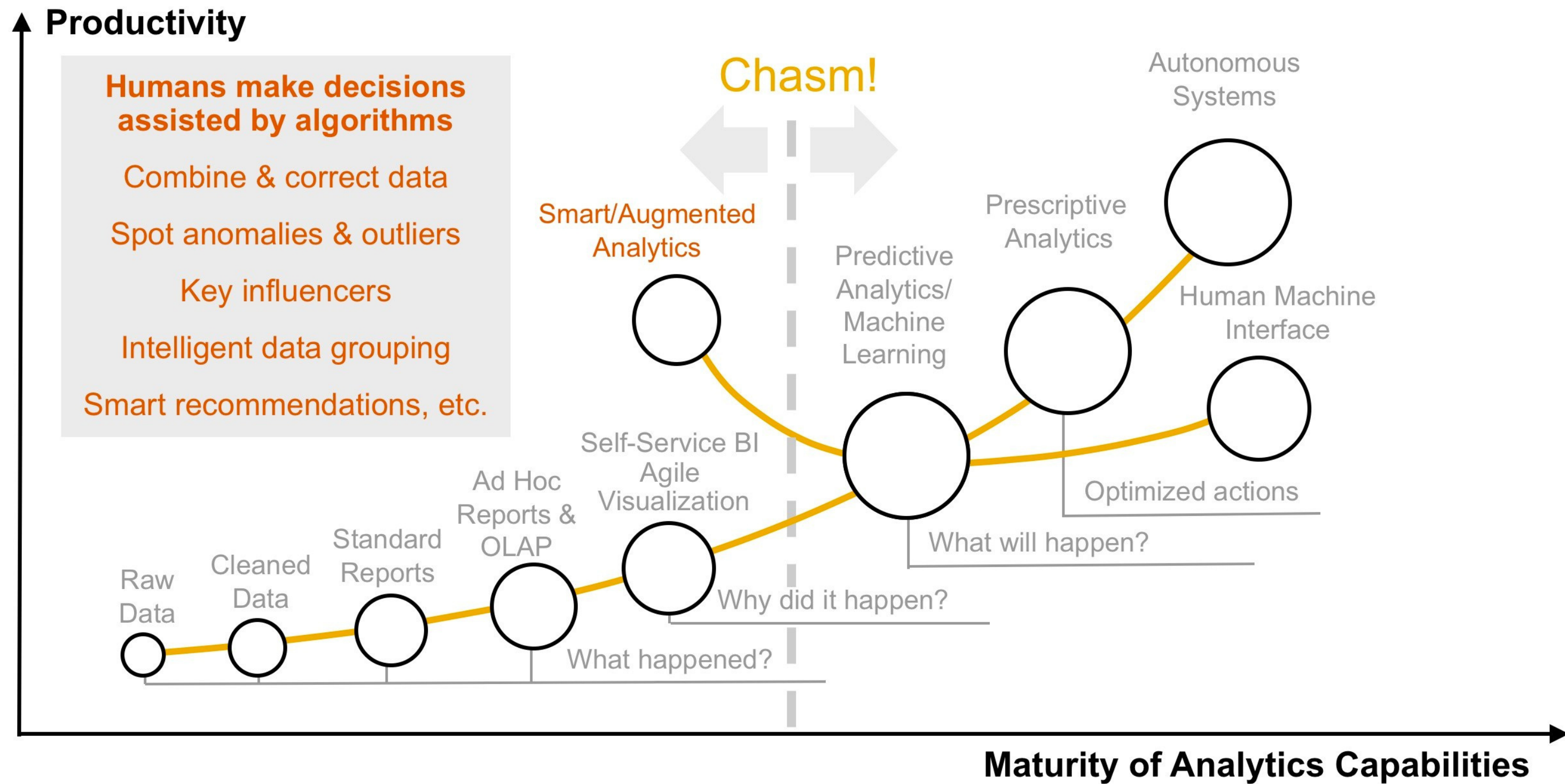


# Key Points

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!



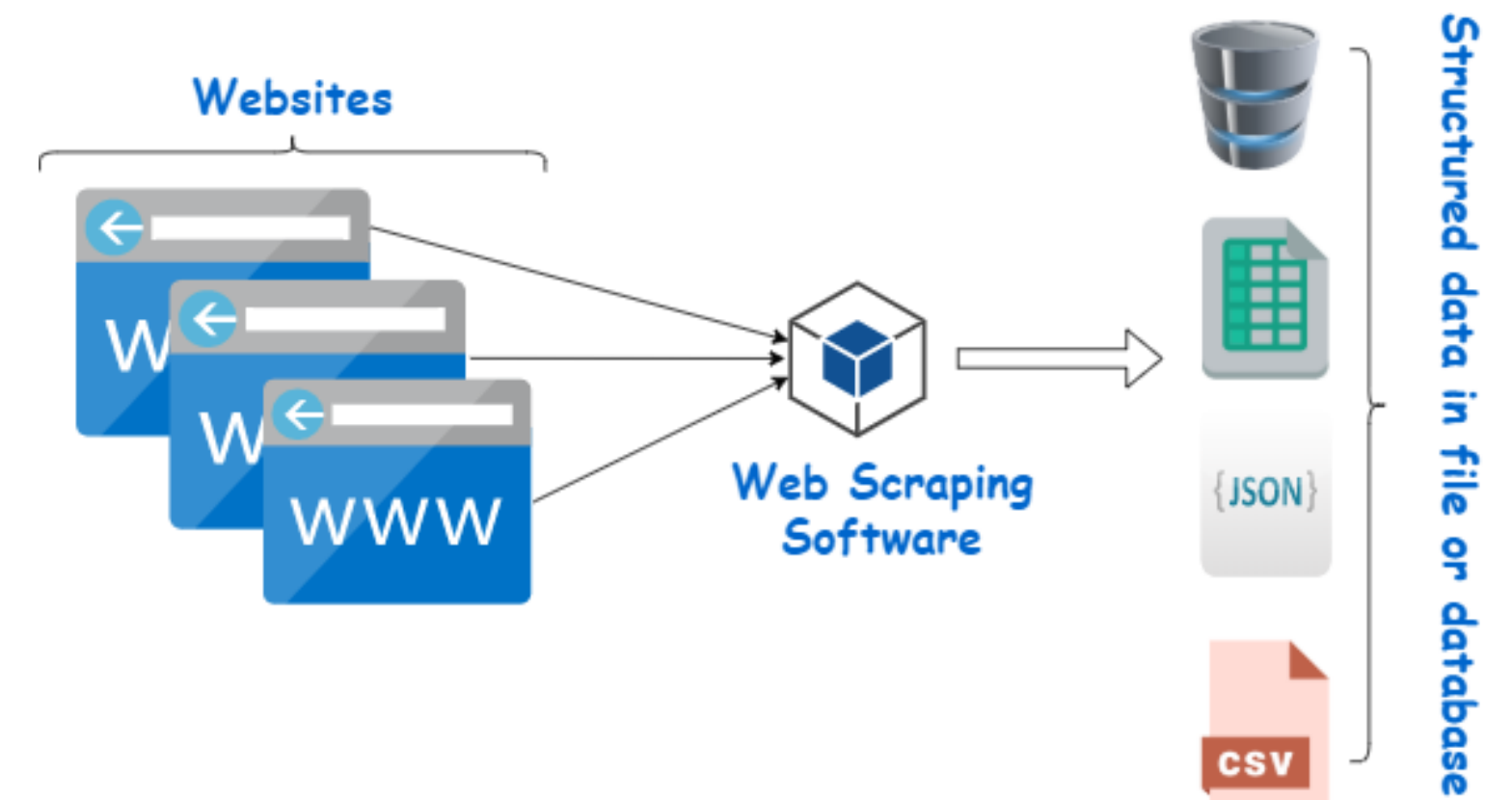
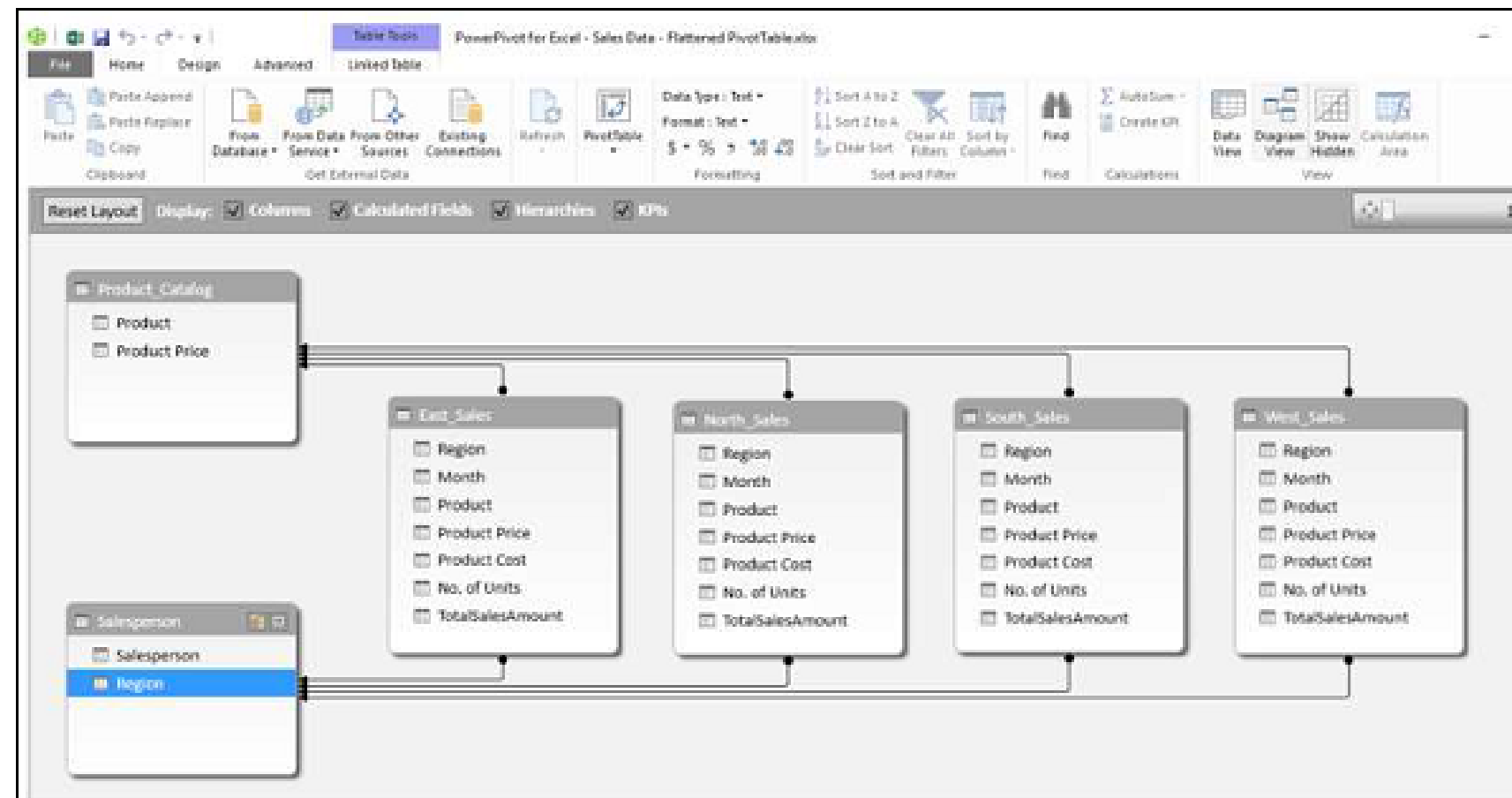
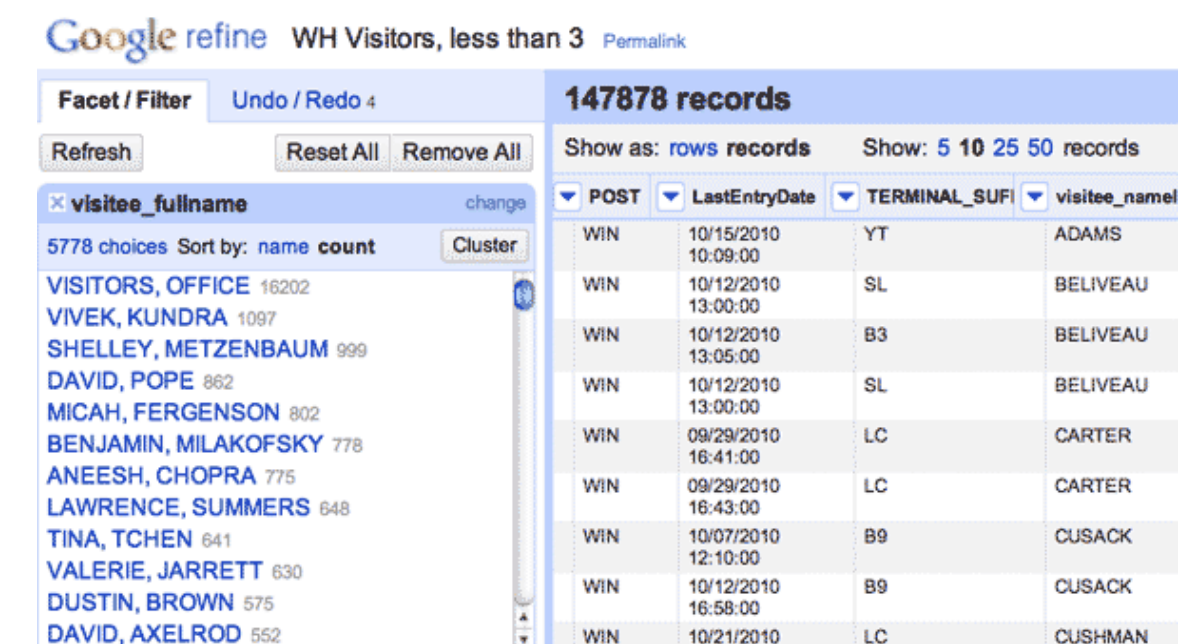
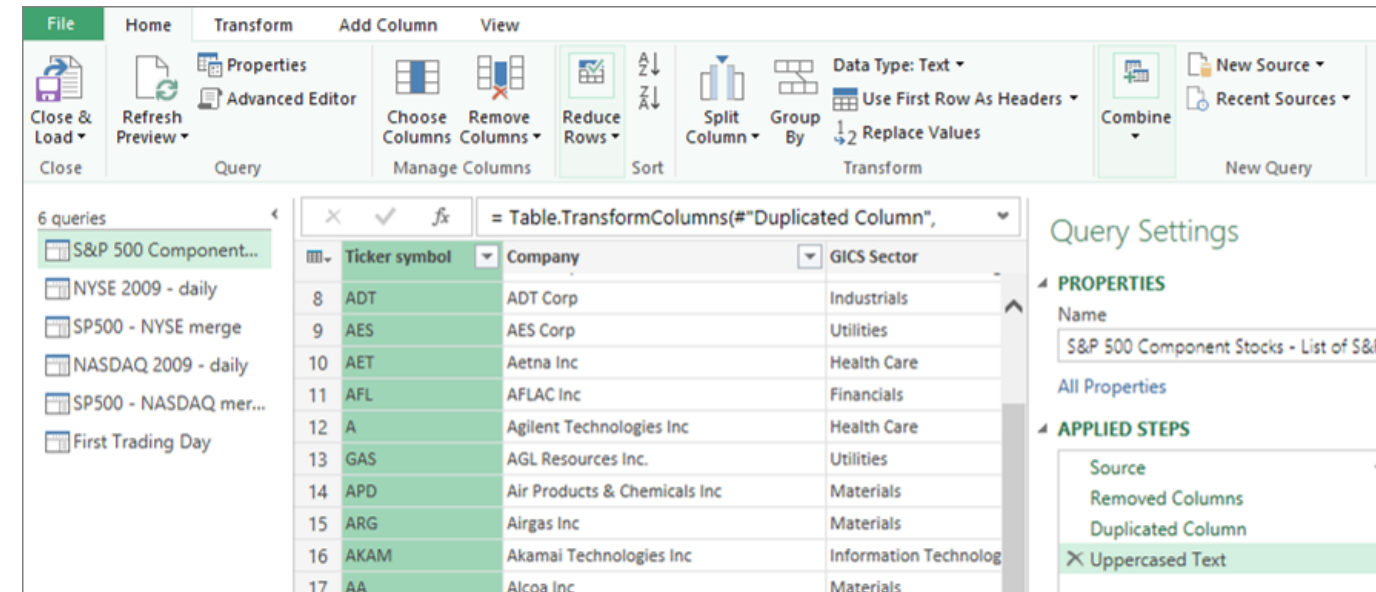
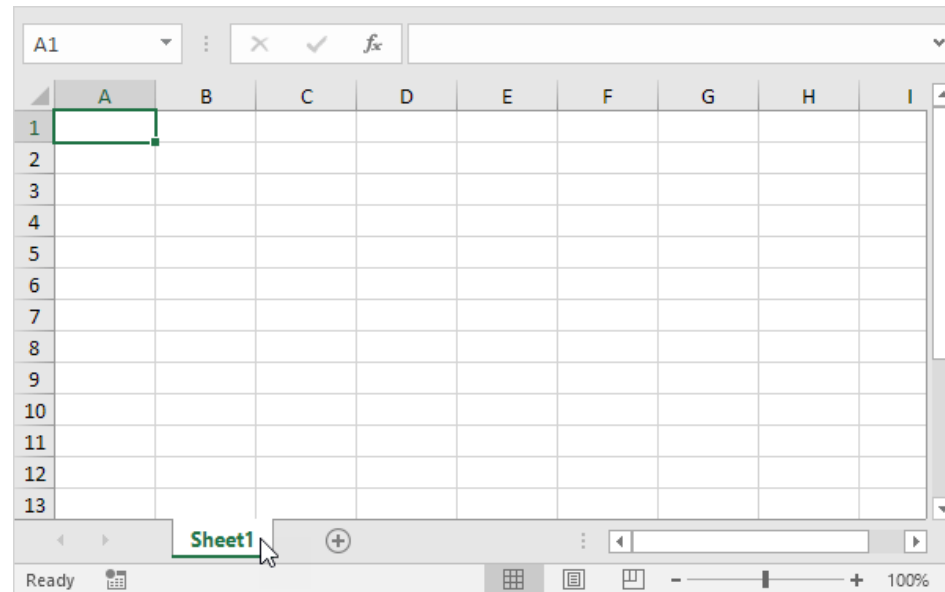


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# Coding without code











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**CEVI HERDIAN**

**DATA-DRIVEN STRATEGIST**

# Let's Talks

[itsmecevi.github.io](https://itsmecevi.github.io)  
[widyaanalytic.com](https://widyaanalytic.com)

