**INTRODUCTION**

**U**NDERSTANDING the nature and sources of uncertainty that underlie entrepreneurial decision making have been a primary focus of entrepreneurship research. The infusion of data analysis techniques (i.e., inspecting, transforming, and modeling data with the goal of supporting decision-making) and technologies (e.g., data analytics) in entrepreneurship has generated new ways of dealing with uncertainty . For example, the constant flow of “big data” acquired through social media apps (e.g., Twitter) has been analyzed to overcome opportunity-related uncertainties in healthcare [5]. A growing number of venture capitalists have employed automated data analysis techniques to evaluate business investments. We refer to the trend of data-driven techniques and technologies in shaping activities of the entrepreneurial process (i.e., opportunity recognition, development, and evaluation) as “data driven entrepreneurship.”