

Data Collection: Summary/Review

In this module you should have learned:

- Stakeholder or domain expert opinion, feasibility and impact are three of the most important factors when prioritizing business opportunities
- The practice of articulating a business opportunity, with the data in mind, as a testable hypothesis helps keep the overall project linked to the business needs
- The notion of degree of belief is important when making statements both in science and in business. No statement has 100% degree of belief, it is some percentage of 100% that is a reflection of accumulated evidence
- The scientific method helps formalize a process for rationalizing business decisions through experimentation and evidence