2. Data and gut instinct

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Overview

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Detectives and data analysts have a lot in common. Both depend on facts and clues to make decisions.

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Both collect and look at the evidence.

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Both talk to people who know part of the story. And both might even follow some footprints to see where they lead.

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Whether you're a detective or a data analyst, your job is all about following steps to collect and understand facts.

Analysts use data-driven decision-making and follow a step-by-step process. You have learned that there are six steps to this process, But there are other factors that influence the decision-making process.

Gut instinct is an intuitive understanding of something with little or no explanation.

This isn't always something conscious; we often pick up on signals without even realizing. You just have a "feeling" it's right.

Why gut instinct can be a problem

At the heart of data-driven decision making is data. Therefore, it's essential that data analysts focus on the data to ensure they make informed decisions.

If you ignore data by preferring to make decisions based on your own experience, your decisions may be biased.

The more you understand the data related to a project, the easier it will be to figure out what is required.

For example, a detective might be able to crack open a case because they remember an old case just like the one they're solving today. It's not just gut instinct.