Opinions, data and method

"Without data you're just another person with an opinion."

- W. Edwards Deming, Data Scientist
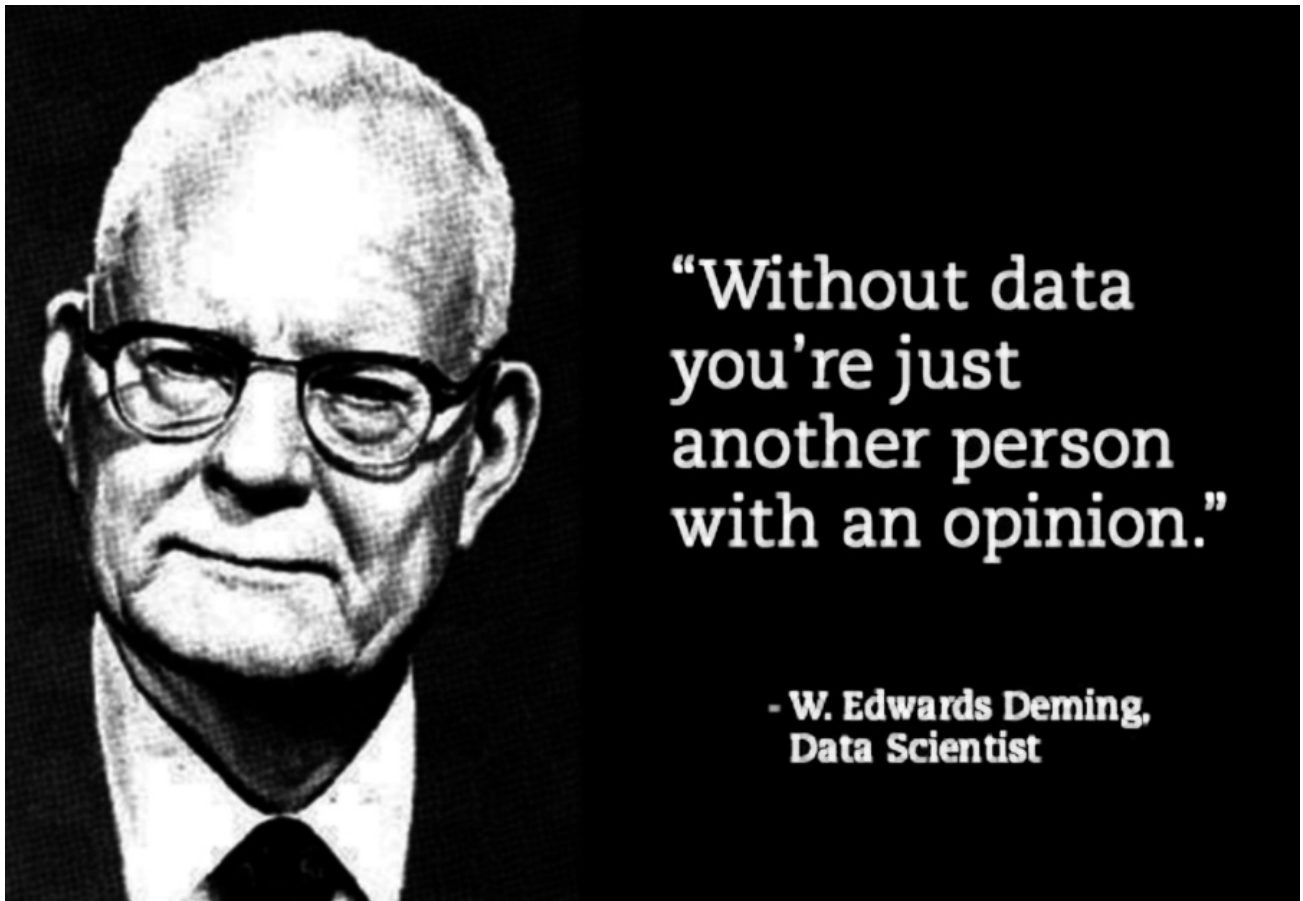
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Incipit

The starting quote:

> *Without data, you're just another person with an opinion - W.E.Deming Data Scientist.*

Each quote meaning is going to change out of its original context and this is the main reason because we love quoting.

> *A panel of opinions are the fuel of innovation.*

Data will get into the scene when alternatives, options and opportunities have been explored then a feasibility analysis would take place.

A detailed analysis not necessarily is necessary if we initially focus on the right set of key performance indexes (KPI) and a reasonable worst scenario plus an exit strategy.

> *It is better to have few main analysis and go in deep with the one more promising.*

Moreover, data will change during the action plan, for this reason is more useful to have a good real-time data management rather than a single detailed initial analysis.

> *Despite the complexity, each system have its own leverage points and intrinsic KPIs.*

If we adapt our "business view" in terms of these new variables, then our actions and feedback reactions will be aligned with the system internals. This will allow us to act effectively.

> *Without a method, data are just numbers.*

We always could stretch and massage the numbers long and much enough to make them saying what we like.

A method is not like a box that prevent us to catch opportunities but it is something like ethics: it prevents we would be fooled by ourselves.

Update from comments

Thanks to Rohan Hine

> *People with opinions, based on experience and skill, out perform data driven strategy every time.*

Use caution when relying on pure data because the wise filtering and interpretation of data differentiates commercial success from failure.

Thanks to Pamela 🐝 Williams

> Getting decision makers to recognize this; "*Moreover, data will change during the action plan, for this reason is more useful to have a good real-time data management rather than a single detailed initial analysis.*" is extremely difficult.

They don't understand data changes constantly, what is truth today is wrong tomorrow. I repeatedly point out that we have to watch trends as there is no single point "Right" time.