

Central issue for data-driven business

- ✧ The data must be **reliable** and **valid**
- ✧ Repeating the experiment must yield similar results (**reliability**)
- ✧ We're measuring what we think we're measuring (**internal validity**)
- ✧ The results can be generalized to larger populations (**external validity**)



Central issue for data-driven business

- ✦ This is a matter of trust
- ✦ If the foundational data on which the business is built isn't trustworthy, you can't sell anything

