

# Data drives

# Research

# Development

# Production

# Marketing

# Sales

# Revisions





# 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**)

