



DATA LITERACY & DATA INTUITION: MAKING SMARTER DECISIONS WITH DATA

PROF. DR. FLORIAN STAHL



Data Are Not Insights



Understanding Your Psychological Biases in Decision Making



Data-Driven Decision Making



How to Ask Data-Driven Questions



How to Evaluate Data Integrity



Creating Richer Data-Driven Dialogue



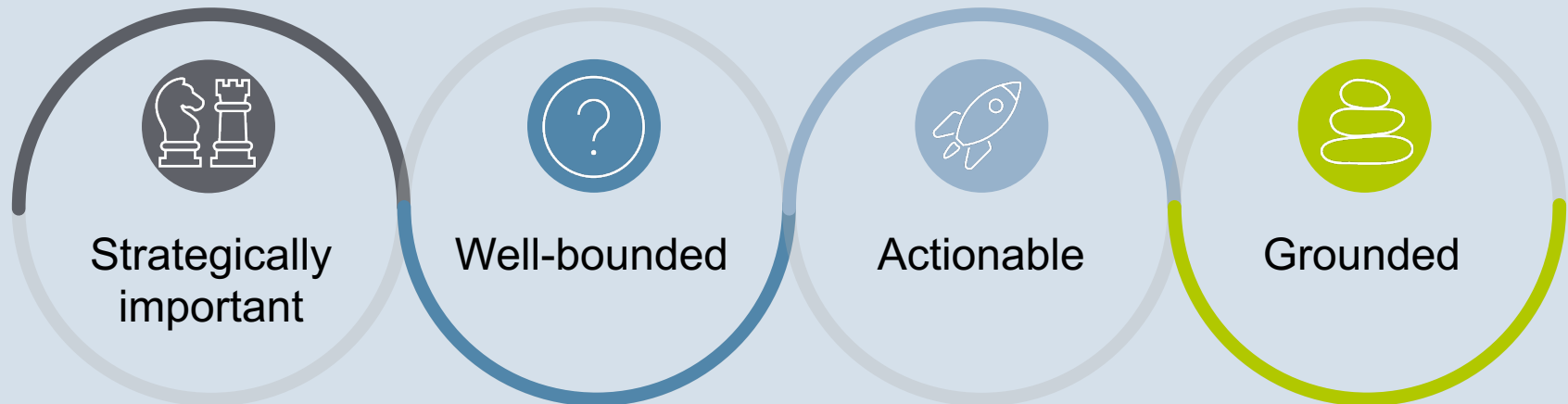
The Art of Guesstimating – The Fermi Method



Emerging Areas in Data-Driven Decision Making

What makes a great data-driven question?

The **quality** of **analytical output** can be vastly improved by asking the right questions at the outset of a project. These should be:



How to prioritize data-driven questions?

What is often considered:



What you should consider:



Data Analysis Questions to Improve Your Business Performance



Data-driven decisions – Start with these questions

