



# DATA LITERACY & DATA INTUITION: MAKING SMARTER DECISIONS WITH DATA

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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 Guestimating – The Fermi Method

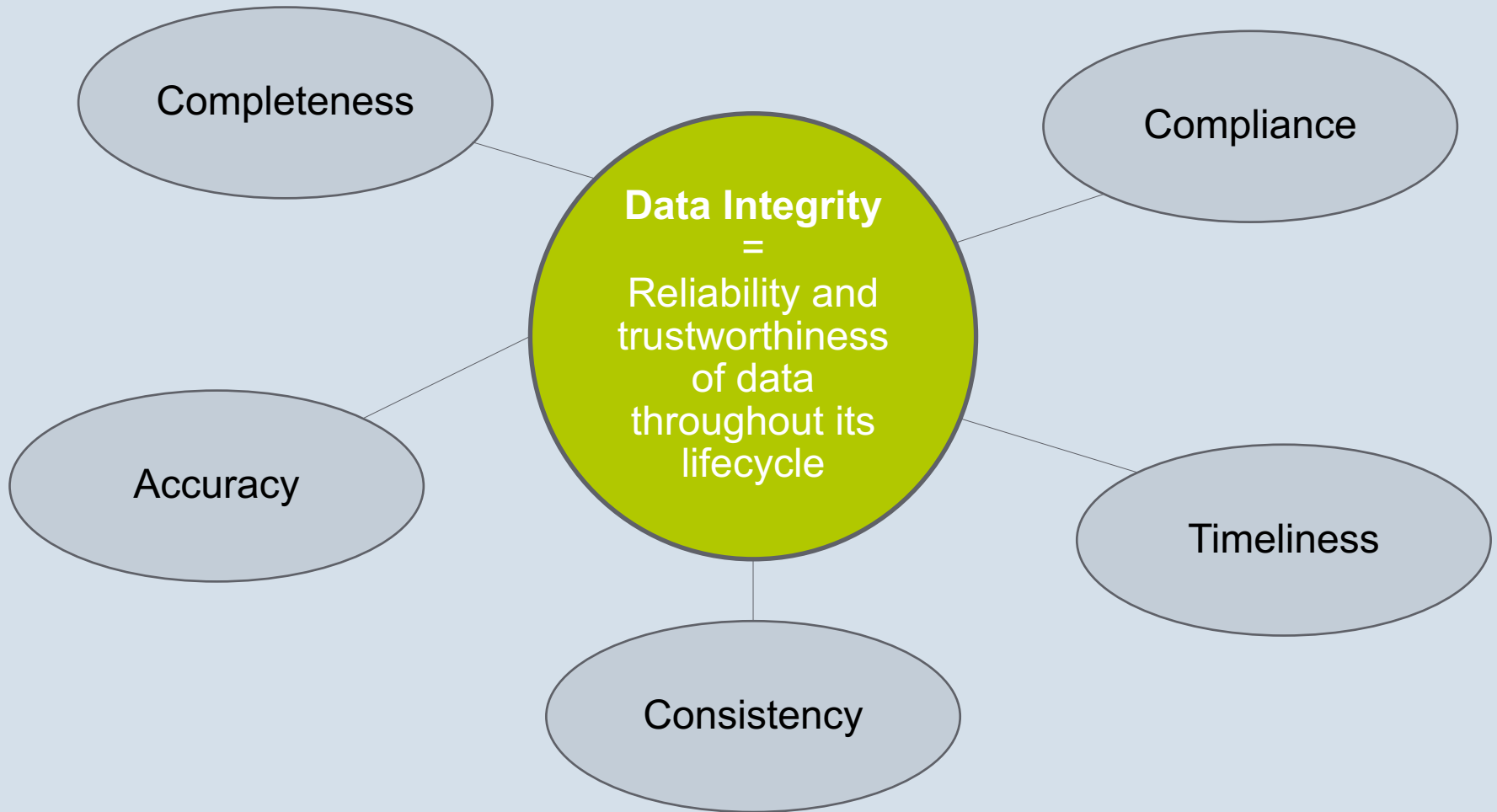


Emerging Areas in Data-Driven Decision Making

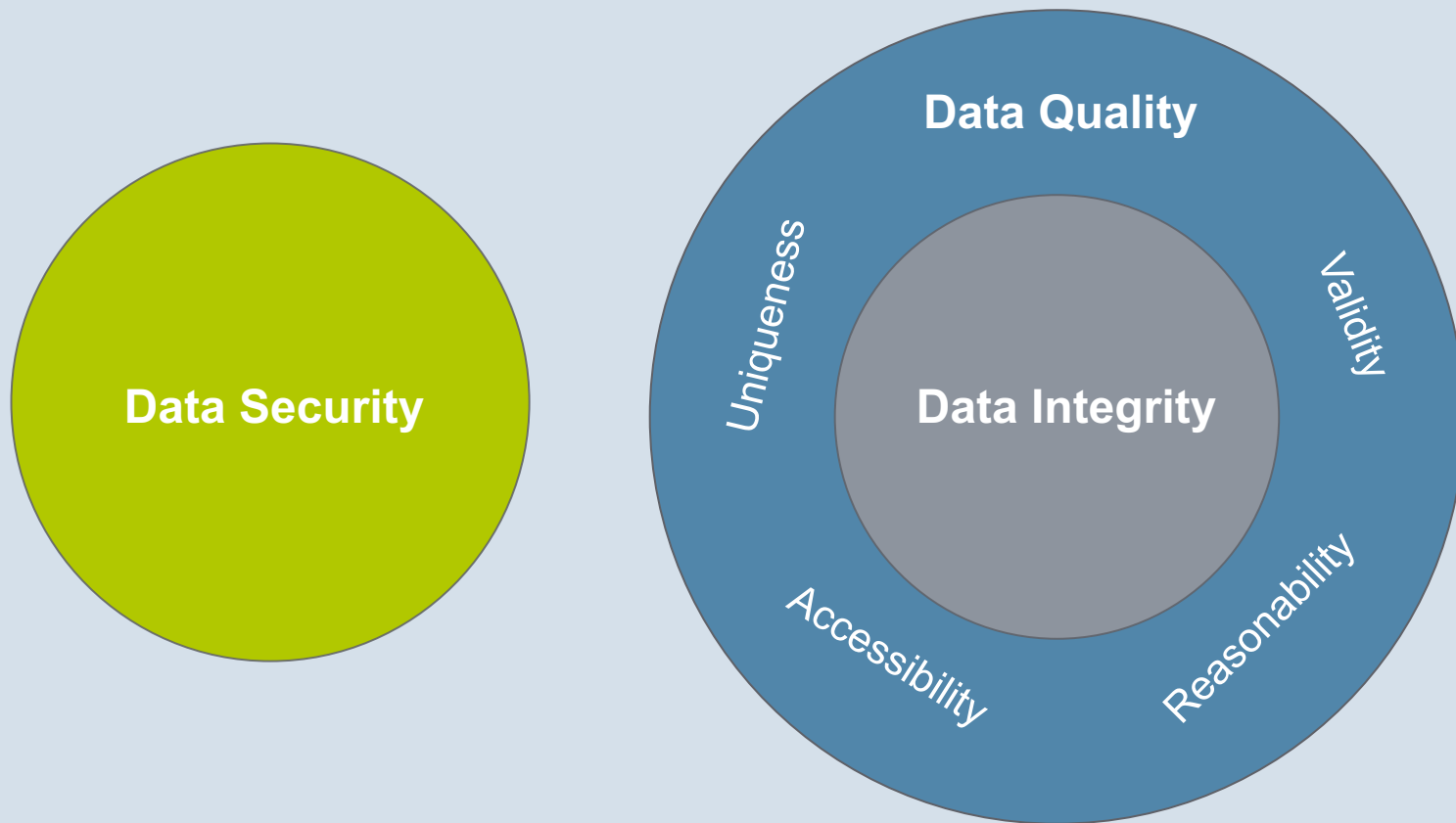
# What is Data Integrity?



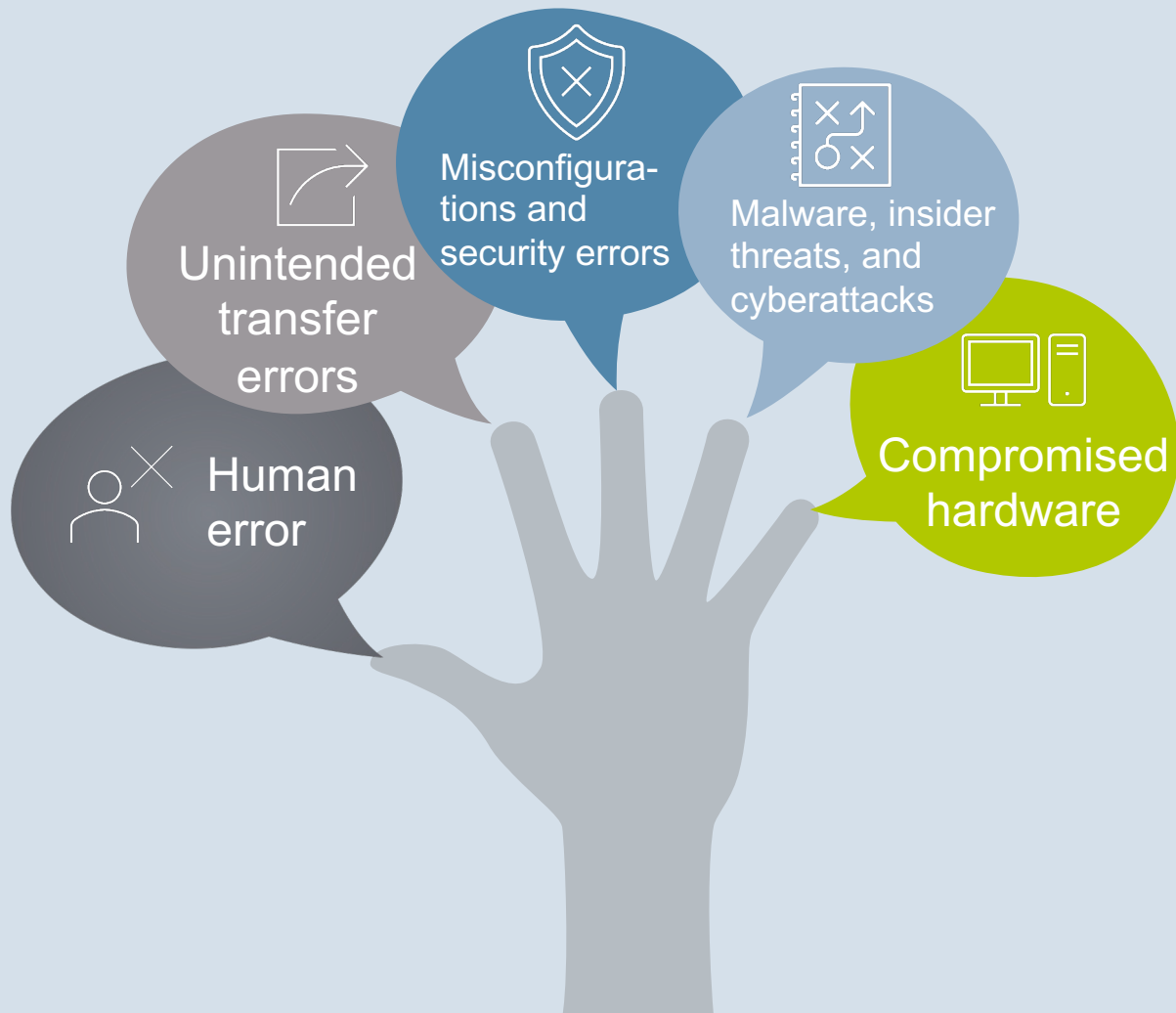
# What is Data Integrity?



# Data Integrity vs Data Quality vs Data Security MANNHEIM BUSINESS SCHOOL



# Threats to Data Integrity



# How to Evaluate Data Integrity



Test your data regularly for incomplete or redundant entries.

01

02 Look for missing data.



03 Watch for increasing storage costs.



# How to Preserve Data Integrity

