



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 Guestimating – The Fermi Method



Emerging Areas in Data-Driven Decision Making

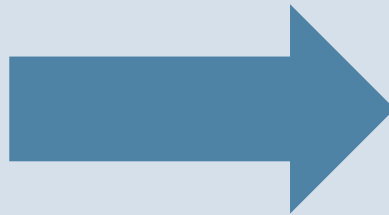
The Pandemic and Its Effects on Decision Making Processes

Data-driven decision making is based on...

PAST



Historical data



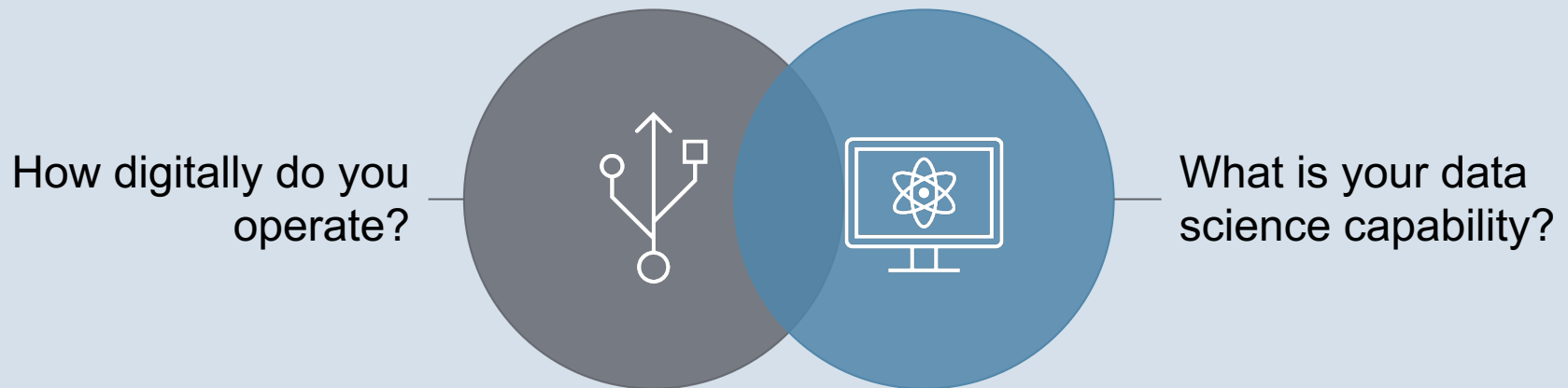
TODAY



“What if” simulations
with more dynamic data
and much less of it

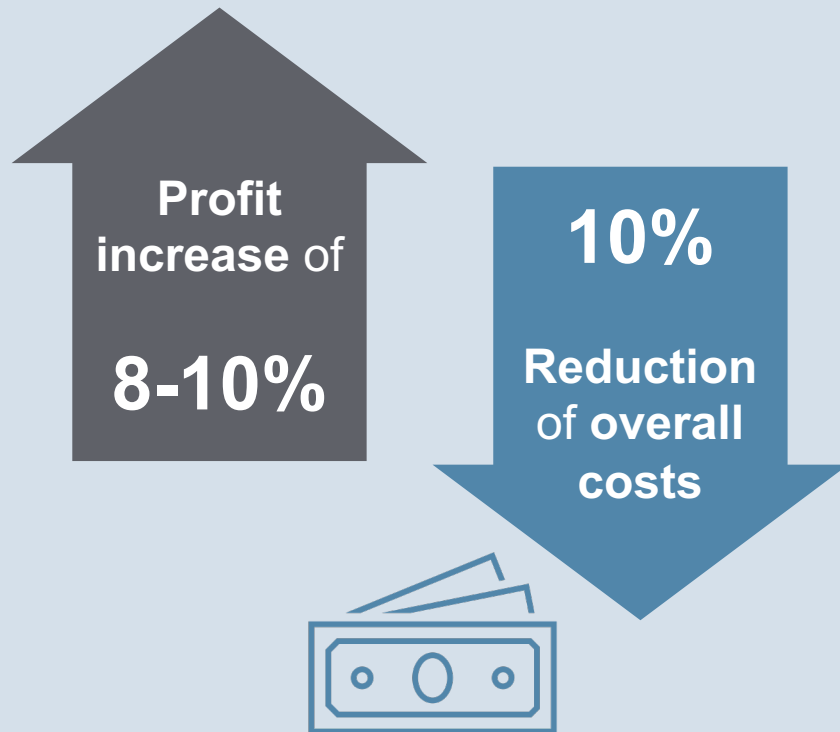
The Pandemic and Its Effects on Decision Making Processes

The viability of organizations adopting these new types of simulation-based tools to make decisions depends on the following characteristics:

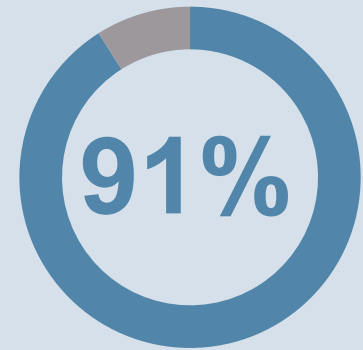


Data-Driven Decision Making – Status Quo

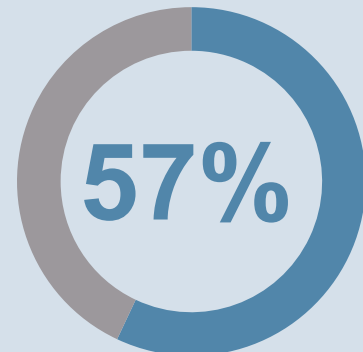
BUSINESSES USING DATA-DRIVEN
DECISION-MAKING EXPERIENCED A...



“DATA-DRIVEN
DECISION MAKING
IS IMPORTANT TO
MY BUSINESS”

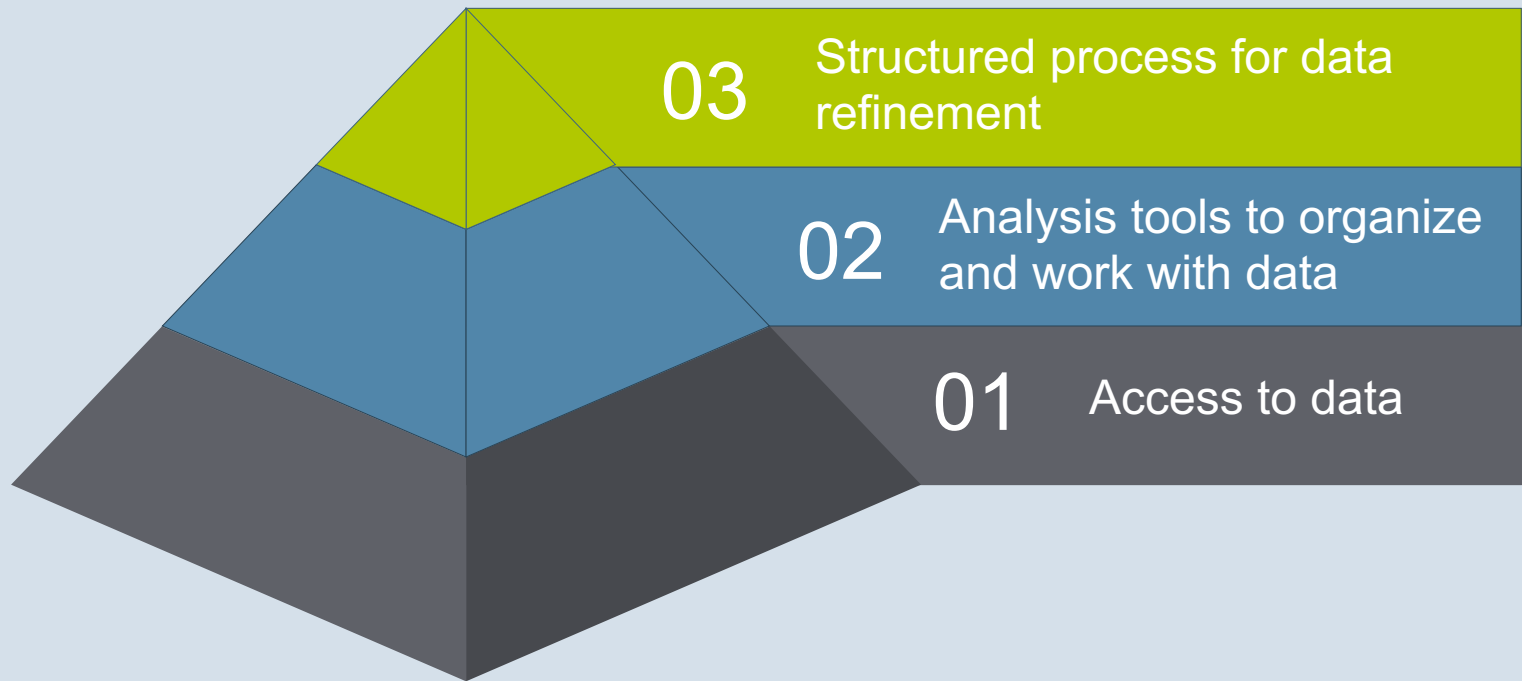


“WE ARE USING
DATA TO MAKE
DECISIONS IN OUR
BUSINESS”



Transforming Your Workforce into Data Professionals

Developing employees into data professionals:



Ways to Integrate Data in Daily Workflows



Data curiosity
and regular
use by all

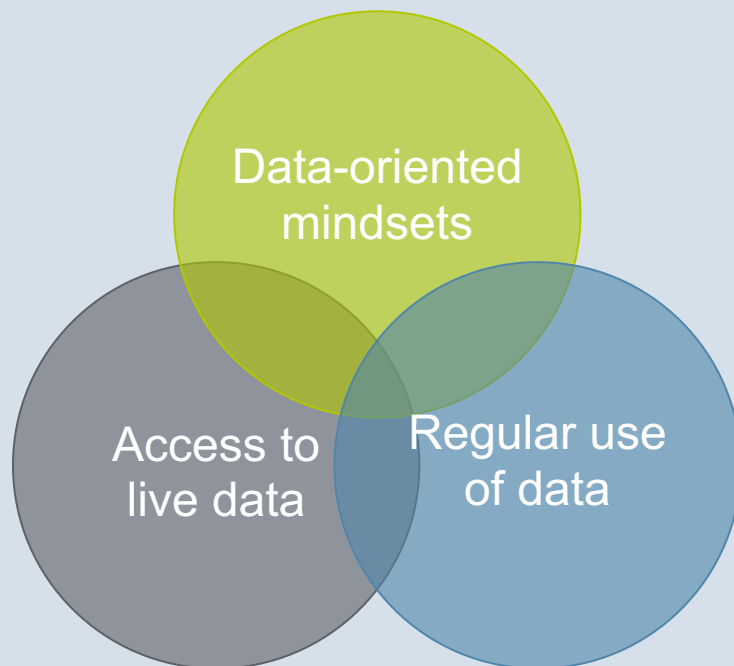


Eliminate
business and
data silos to
increase
collaboration



Leader-
modeled data
behaviors that
translate to the
front lines

Data Curiosity and Regular Use by All



Tips:

- › Leaders should commit to using analytics solutions as well
- › Establish formal trainings
- › Build internal communities
- › Support data skills

Eliminate Business and Data Silos to Increase Collaboration



Data just sitting on desktops ...



... or in spreadsheets ...



... or with data scientists disconnected from the business.

Tips:

- › Create governed, self-service data sources
- › Build a community of data champions
- › Share data in common, accessible spaces

Leader-Modeled Data Behaviors That Translate To The Front Lines



Make decisions at every level



Intervene with cost-intensive projects

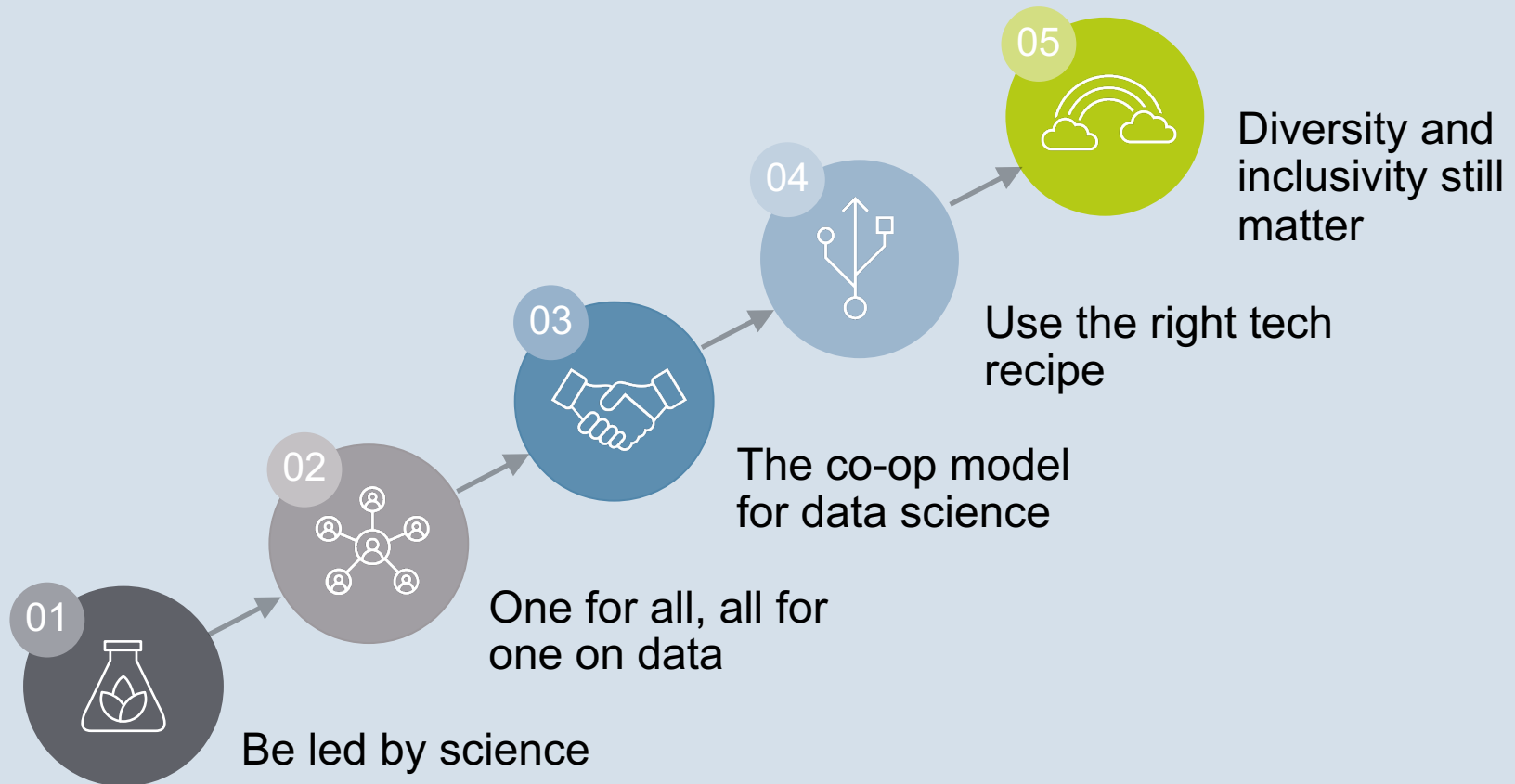


Listen to feedback, communicate with data

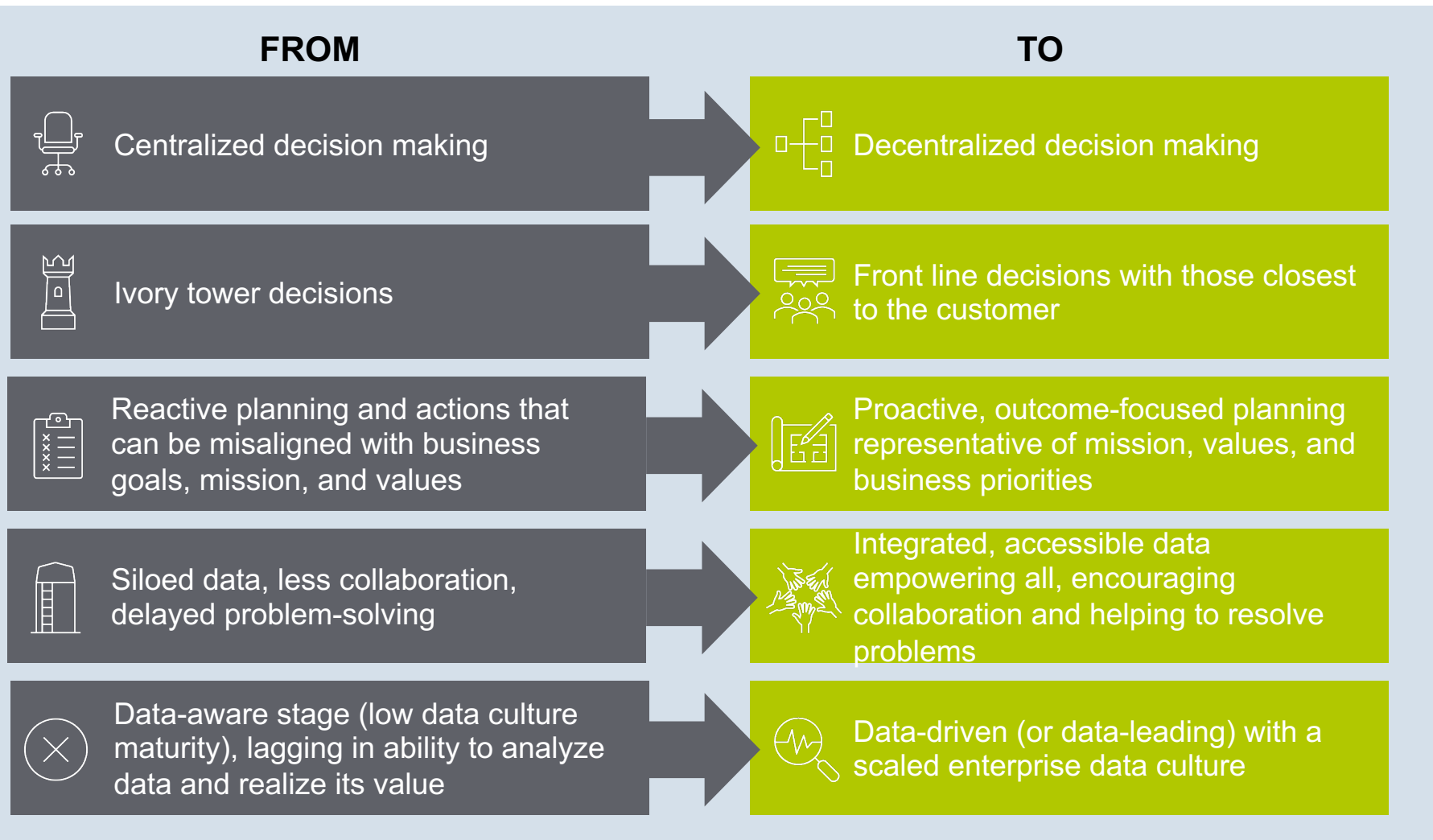
Tips:

- › Open up data access
- › Empower employees with data
- › Develop opportunities for customer-focused innovation

How to Navigate the New Normal Using New Data-Driven Approaches



The Shift: Strategic Influences of a Data Culture



Key Takeaways

01 Remember that data are not insights!

02 Understand that you are victim to psychological biases!

03 Data-Driven Decision Making is about making informed and verified decisions based on the analysis of accurate and relevant data!

04 Only asking the right, relevant, and actionable questions will create value from your data!

05 Data integrity, so the reliability and trustworthiness of your data throughout time, is key to create value from your data!

06 Create richer data-driven dialogue by first making assumptions, then objectively observing your data and last, building inferences by combining both steps!

07 The Fermi-method is a good way to establish rough estimates when you do not have sufficient data!

08 Only firms who realize that data-driven decision making is the future and establish a data culture in their organization, will be able to be successful!