# Data-Driven Decision Making

Unit 8: Data-Driven Uses and Misuses

# Course Overview

► Unit 1: Introduction to Data-Driven Decision-Making

► Unit 2: Transforming to a Data-Driven Decision-Making Enterprise

► Unit 3: The Role of Leadership

► Unit 4: Types of Data

► Unit 5: Deriving Data Insights

► Unit 6: Creating Effective Visualizations

► Unit 7: Database Marketing and Customer Relationship Management

► **Unit 8: Data-Driven Uses and Misuses**

# Unit 8 Learning Outcomes

► relate the consequences of improperly using or implementing analytics

► examine how organizations have benefitted from properly using DDDM to grow their business

► analyze the key questions management must ask to determine the best decisions to make in response to an analysis results

# Why are Learning Outcomes Important?

▶ Every learning outcome ties back to course materials and content.

▶ Assessments are tied to each learning outcome.

▶ Test preparation

# Unit 8 Topics
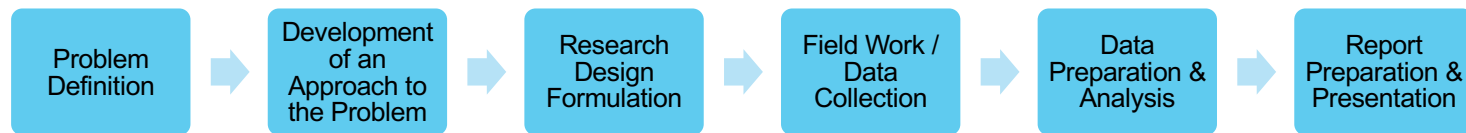
► Collecting Data

► Making Business Decisions Using Data

# Unit 8 Vocabulary

- analysis
- business process data
- data collection
- interviews
- observations
- personal data

- physical-world observations
- primary research
- primary sources
- public data
- secondary research
- secondary sources
- surveys

# Collecting Data

► Data Collection Methods

► Types of Data Sources

| Problem Definition | → | Development of an Approach to the Problem | → | Research Design Formulation | → | Field Work / Data Collection | → | Data Preparation & Analysis | → | Report Preparation & Presentation |

# Making Business Decisions Using Data

► Analyzing Data

► Management Information Systems

► Building Strategy

► Transaction Processing Systems

Data-Driven business strategies 1) identify customer needs, 2) improve the customer experience, 3) infuse data insights into product development, and 4) get employees thinking about the needs of the customer.

# Conclusion

Unit 8 Learning Outcomes:

► relate the consequences of improperly using or implementing analytics

► examine how organizations have benefitted from properly using DDDM to grow their business

► analyze the key questions management must ask to determine the best decisions to make in response to an analysis results

# What's next?

Case 1 review