# Data Driven Decision Making Process

1. **Set Clear Goals**
   - Before starting to play with data for decision making, you must have a clear idea about what you want to achieve.
   - Do you want to make the market segmentation more efficient? Do you want to reduce financial risk?

2. **Choose the Data Sources**
   - Check the data that you already have and defining outside data sets with valuable information.
   - Consider primary and secondary data channels.
   - Don't forget for costs. Typically, the primary data sources are expensive.

3. **Set Metrics**
   - Metrics are numerical values to help you find out whether your efforts are making a difference.
   - For example, if your goals relate to improving sales, you can look at metrics such as average time needed to close a deal and conversion rates.
   - Define the metrics that have the most impact.
4. **Monitor Your Metrics on a Regular Basis**
   - Monitoring metrics frequently makes the data useful.
   - Be able to access the metrics on every device: mobile, desktop, tv, and etc.
   - Share it with your team members.

5. **Choose the Right Dashboard**
   - Data-driven organizations look the data in dashboards that describe key metrics.
   - These dashboards are most commonly implemented by a business intelligence (BI) application with access via the Web.
   - The dashboard must cover the BI dashboard best practices.

6. **Get the Key People**
   - Find out who is playing a role in each particular problem and goal.
   - For instance, if it’s a marketing project, you need to draw in the marketing head and the marketing team members.
   - But you might also need to include the key IT team members.
ANALYZE YOUR DATA

- Choose the right data scientists and pick the right data systems.
- There is a variety of integrated software systems that connect all the different data sources.
- The level of skills and software features will vary according to what you want to analyze.

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