Ways Data Help You Drive Innovations

2. Show you how products can most effectively appeal to customers.
3. Help you create environments that support testing of ideas.
4. Show areas of highest likely ROI from innovation.
5. Predict outcomes from different ideas and plans.
6. Help you monitor and follow the competitor's innovations.
7. Show you ways to reducing costs for new product development.
8. Can enable scalability among new innovations.

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