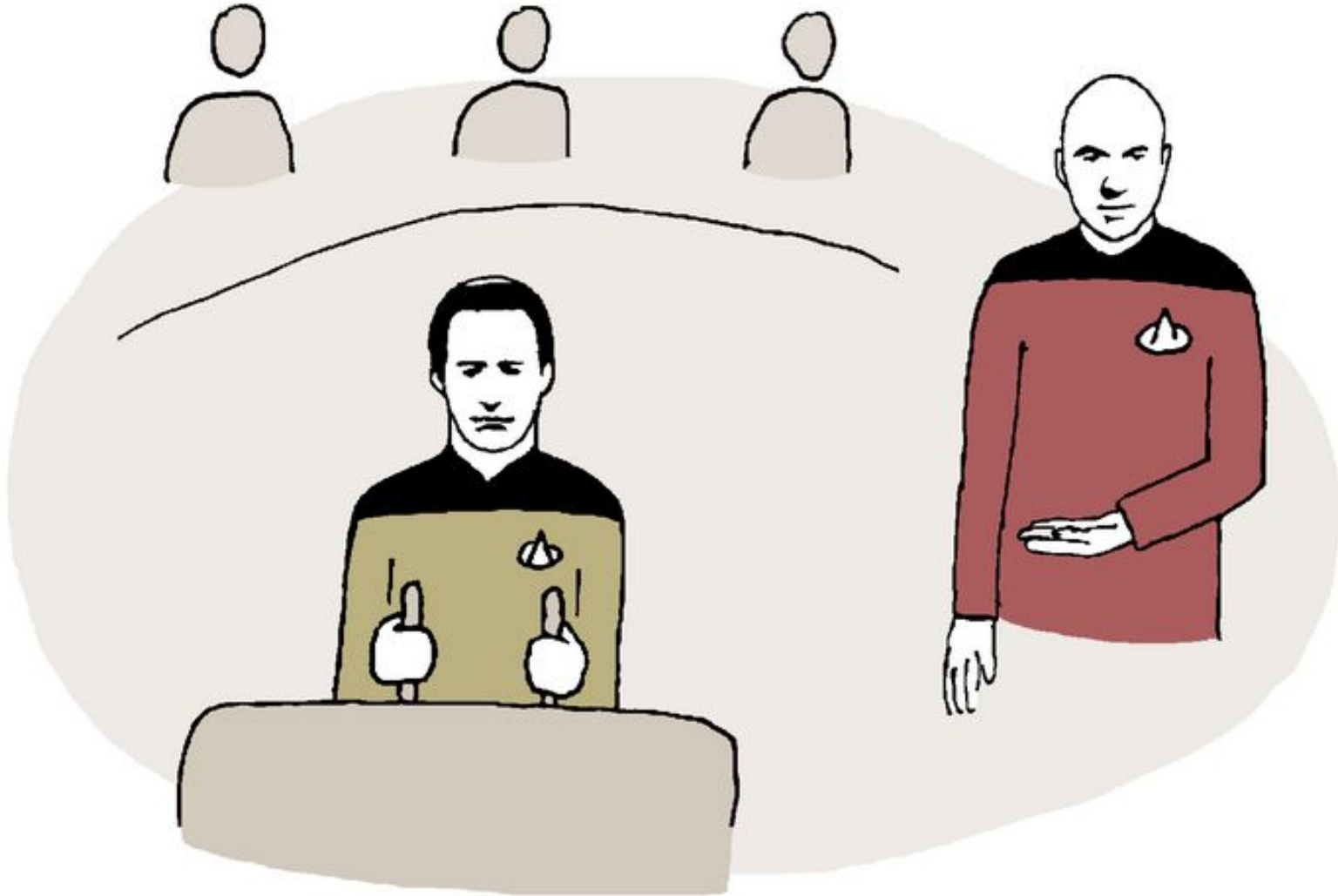
Towards a Data-Driven Organization

Marta Tolos Rigueiro



https://dataedo.com/cartoon/tag/data-driven

https://dataedo.com/cartoon/tag/data-driven

Data-Driven Organization

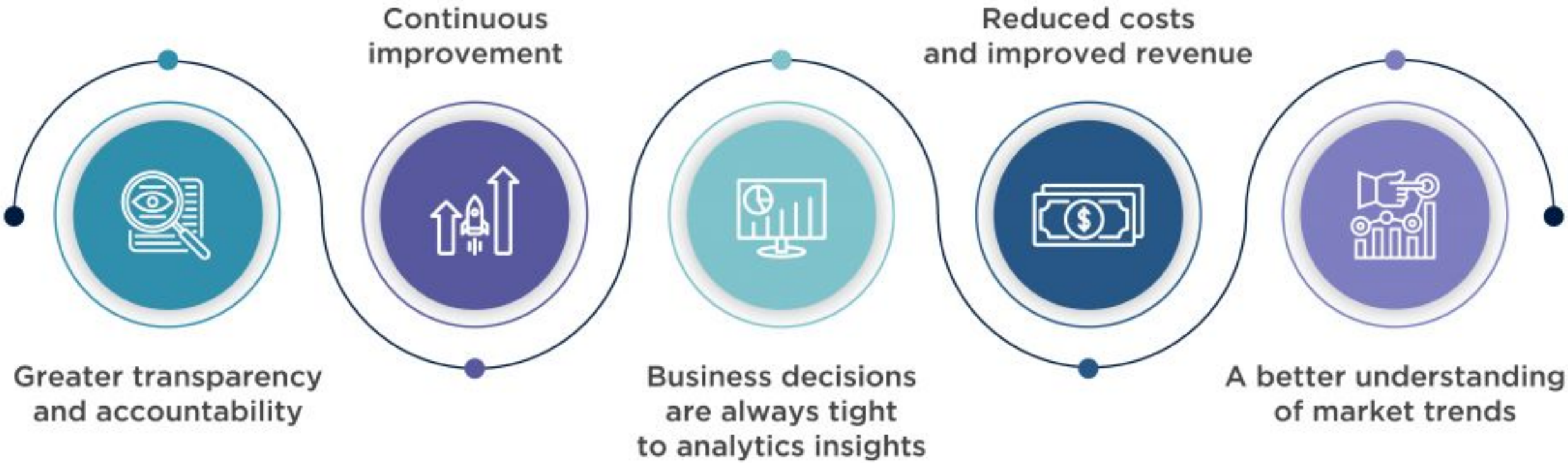
Place data at the front and center of the work done

Utilize data effectively and generate insights

Drive change, innovate new products, acquire more customers

https://unscrambl.com/blog/the-data-driven-organization-what-it-means-to-be-one-and-why-it-matters/

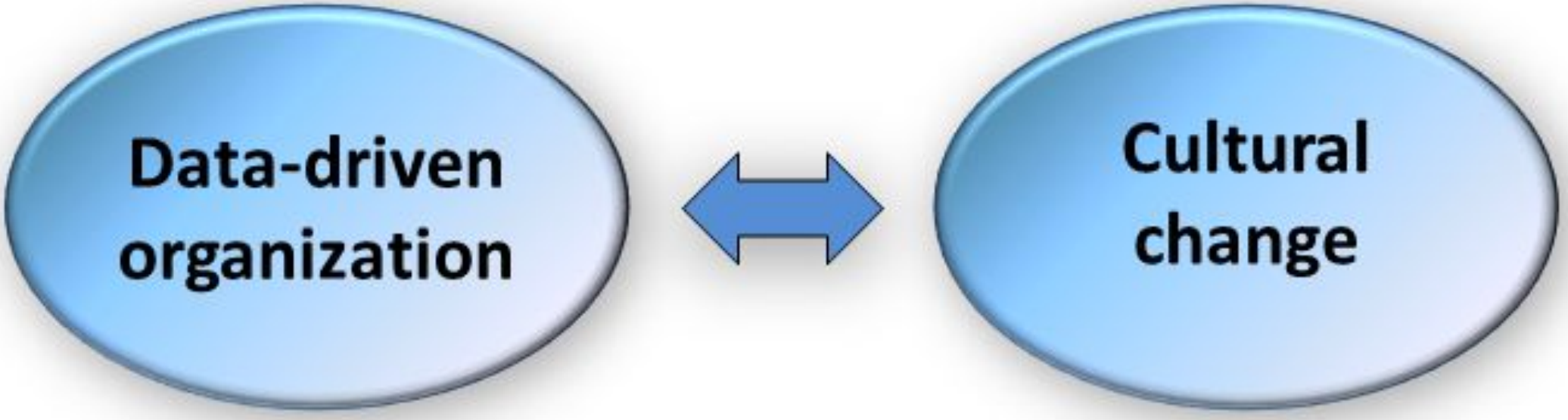
BENEFITS OF DATA-DRIVEN DECISION MAKING FOR BUSINESSES



https://jelvix.com/blog/data-driven-decision-making

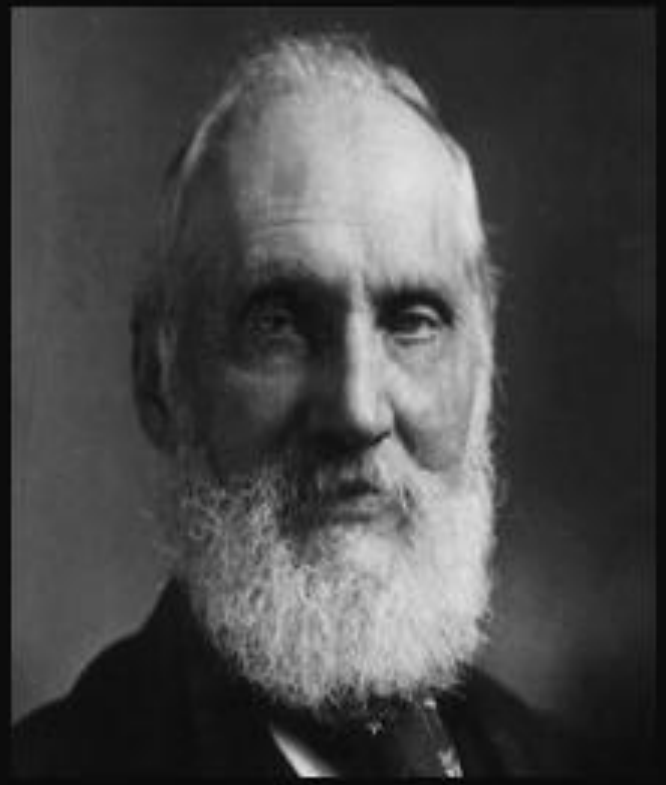
DATA CULTURE

Commitment from the CEO and the board is essential



https://www.linkedin.com/pulse/becoming-data-driven-organization-requires-cultural-rick-van-der-lans/

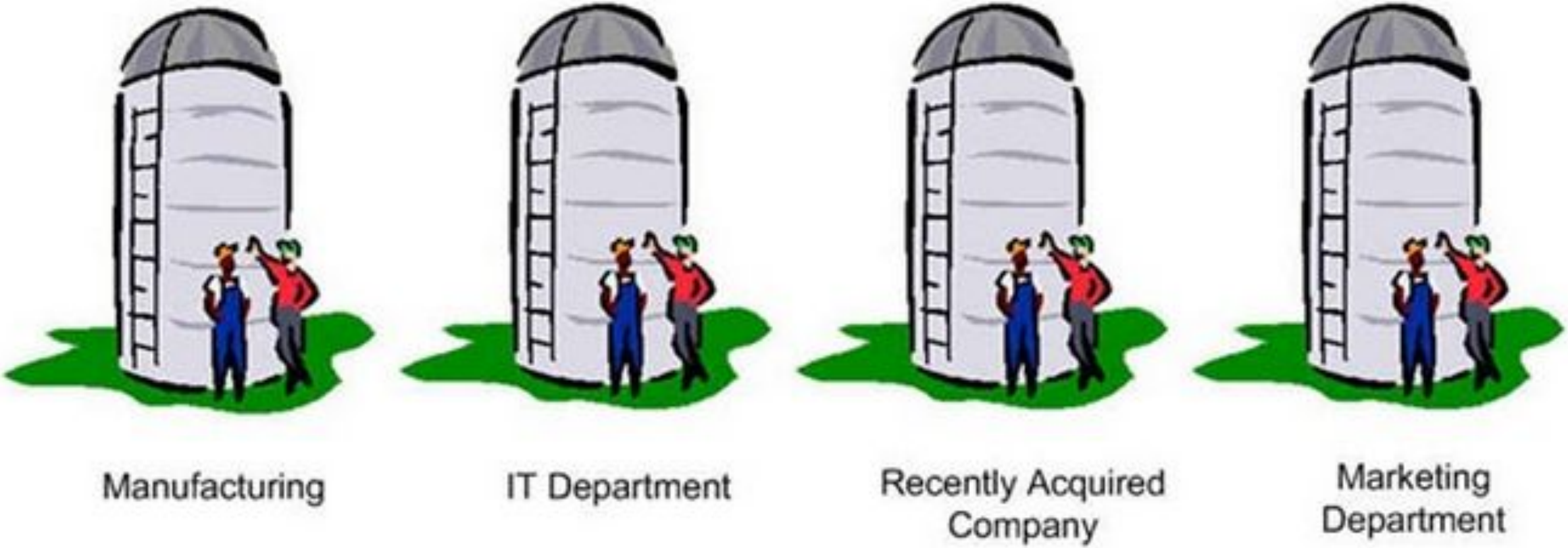
https://medium.com/data-concierge/



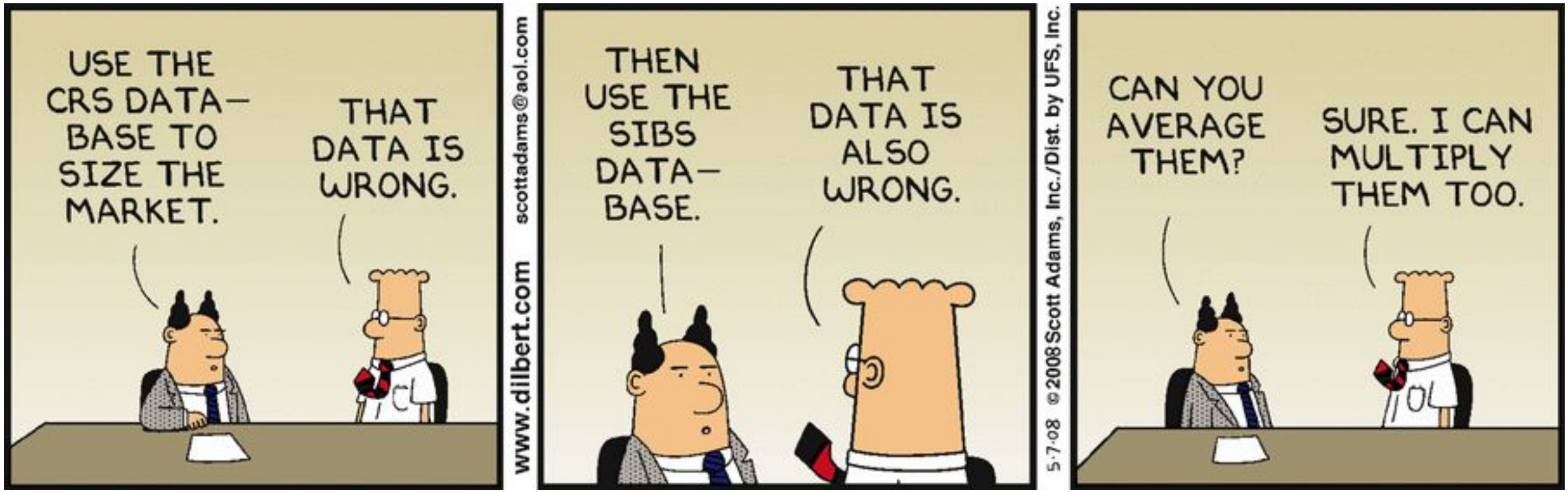
If you can not measure it, you can not improve it.

~ Lord Kelvin

AZ QUOTES



https://www.vamsitalkstech.com/digital/why-data-silos-are-your-biggest-source-of-technical-debt/


USE THE CRS DATA-BASE TO SIZE THE MARKET.
THAT DATA IS WRONG.
www.dilbert.com scottadams@aol.com
THEN USE THE SIBS DATA-BASE.
THAT DATA IS ALSO WRONG.
5-7-08 ©2008 Scott Adams, Inc./Dist. by UFS, Inc.
CAN YOU AVERAGE THEM?
SURE. I CAN MULTIPLY THEM TOO.

60%

SPEND HOURS OR DAYS GETTING INFORMATION.

ONLY 3%

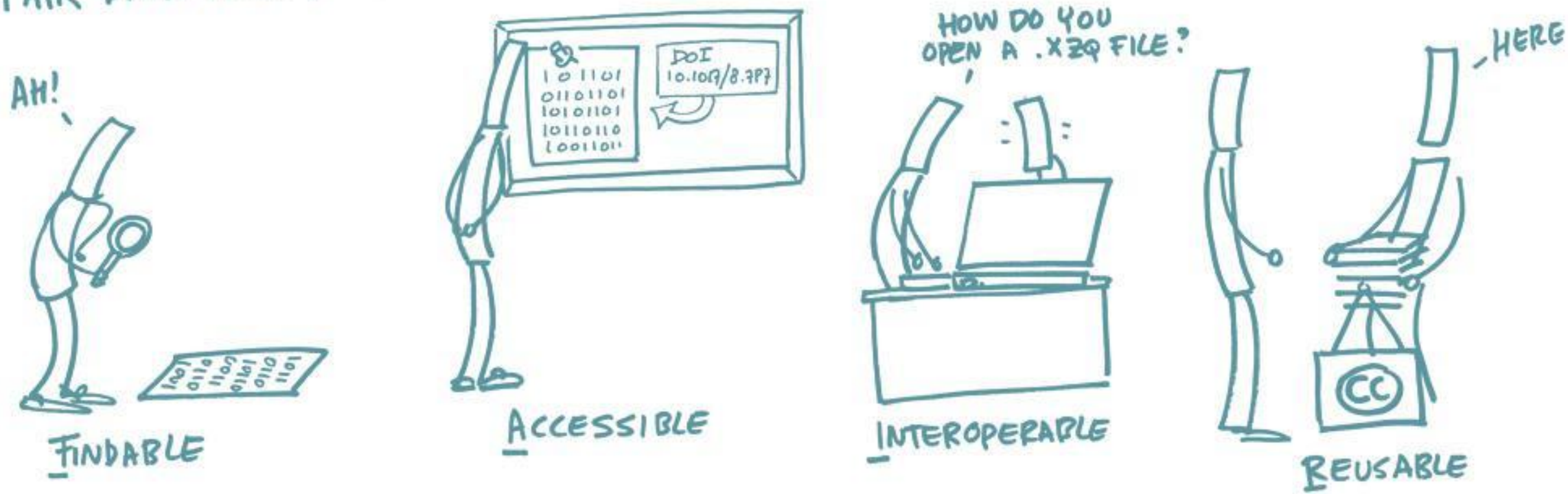
CAN FIND INFORMATION IN SECONDS.

MOST

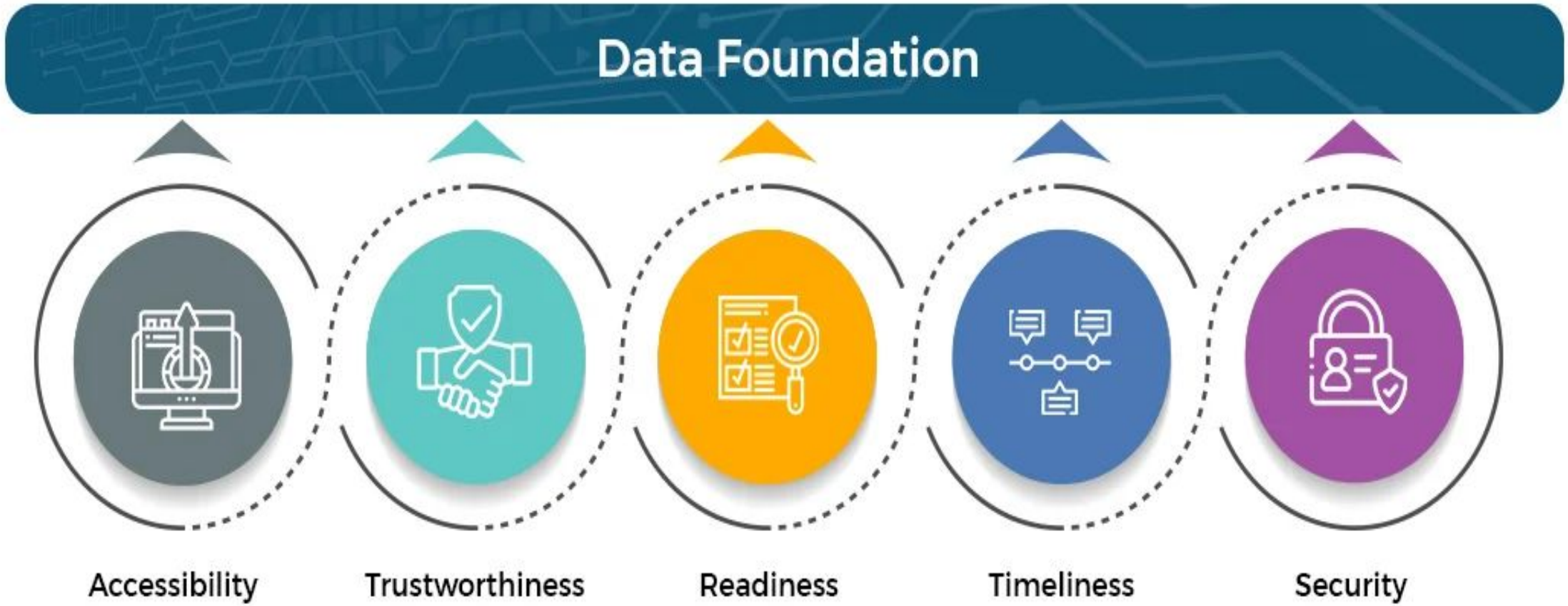
ARE SIMPLY WINGING IT.

Source: MicroStrategy 2020 Global State of Enterprise Analytics

FAIR DATA PRINCIPLES

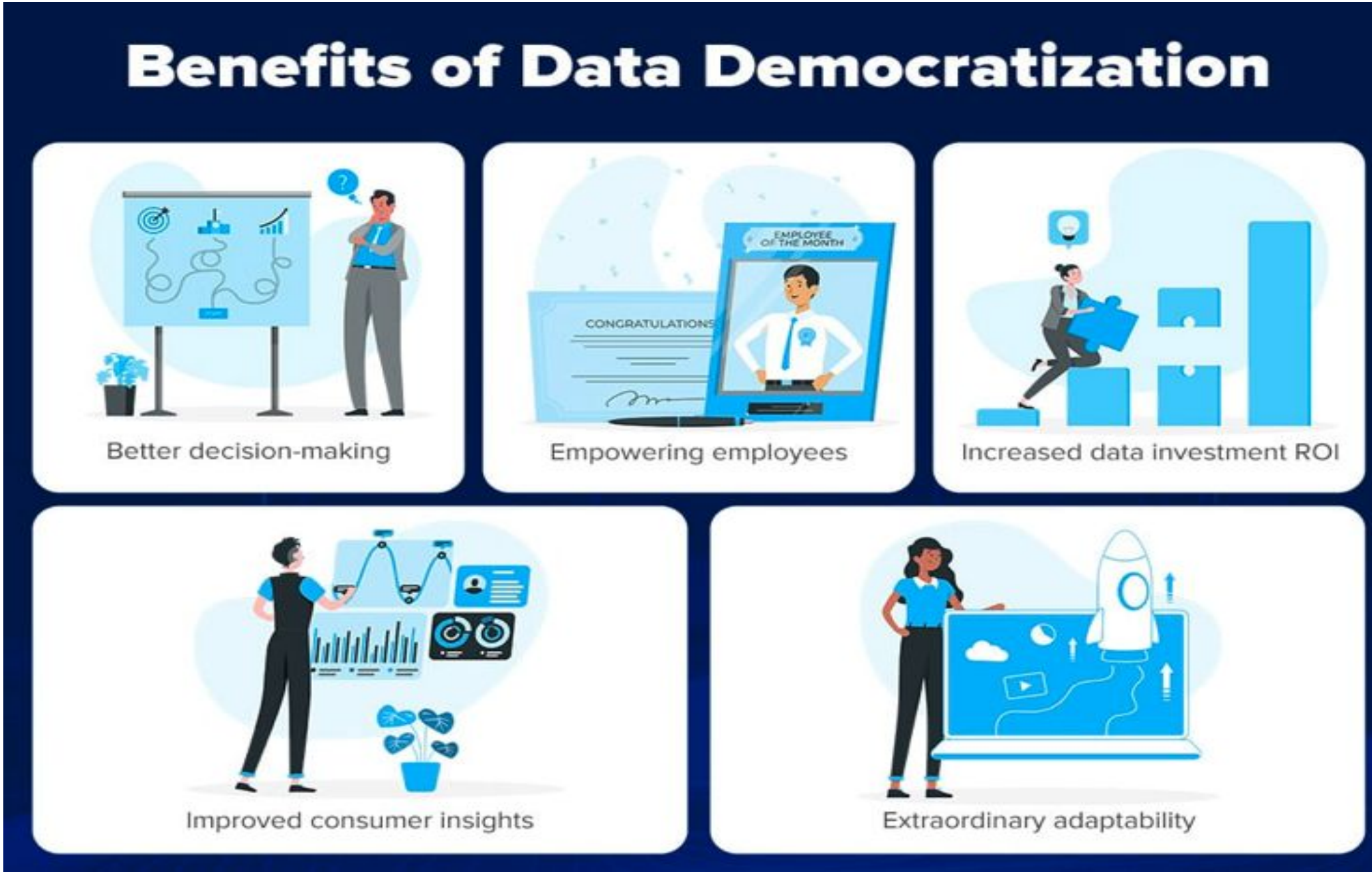


https://cora.csuc.cat/en/what-is-fair-data/

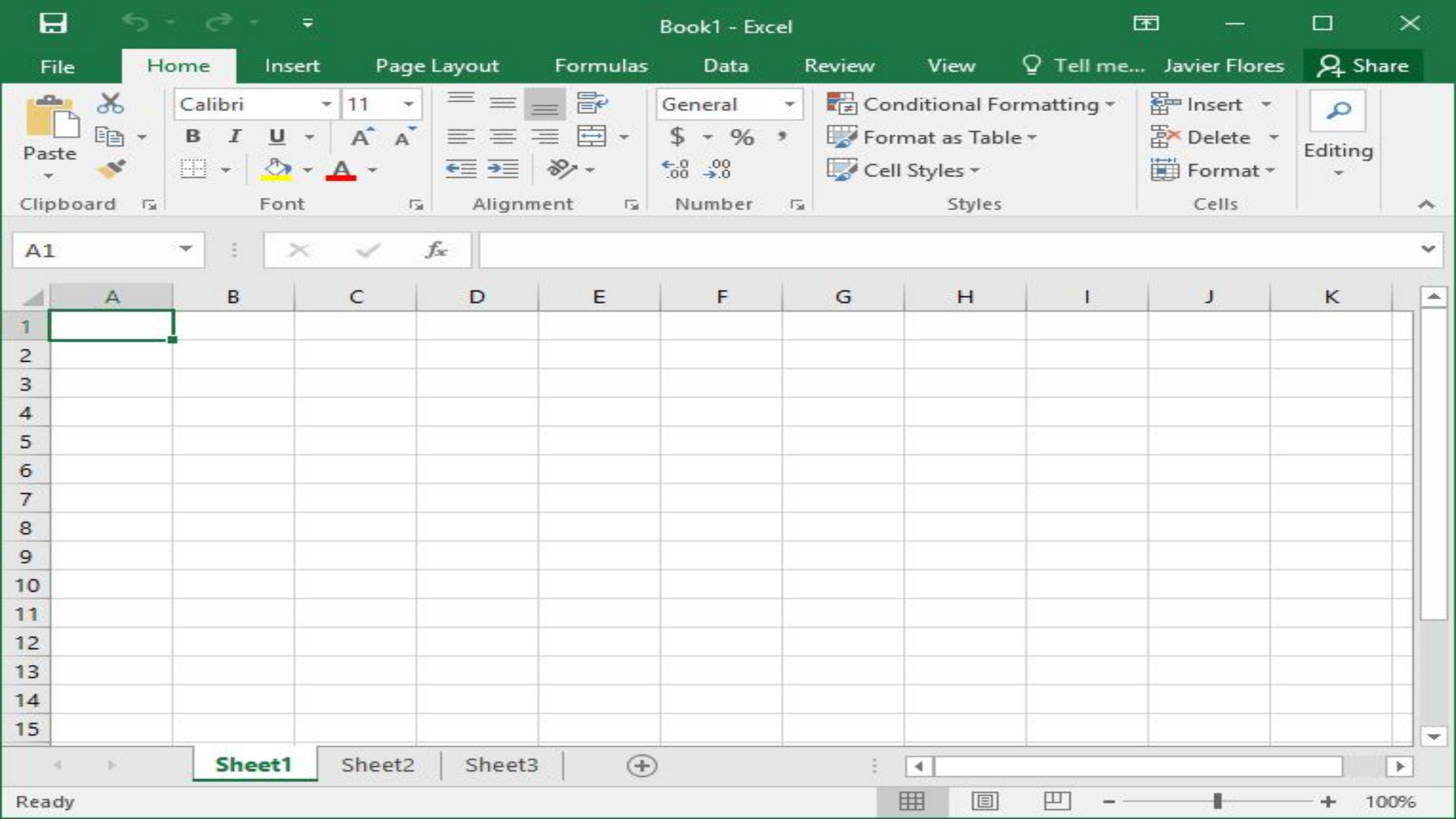


https://blog.pixentia.com/how-to-build-your-people-analytics-on-a-strong-data-foundation

Benefits of Data Democratization



https://www.questionpro.com/blog/data-democratization/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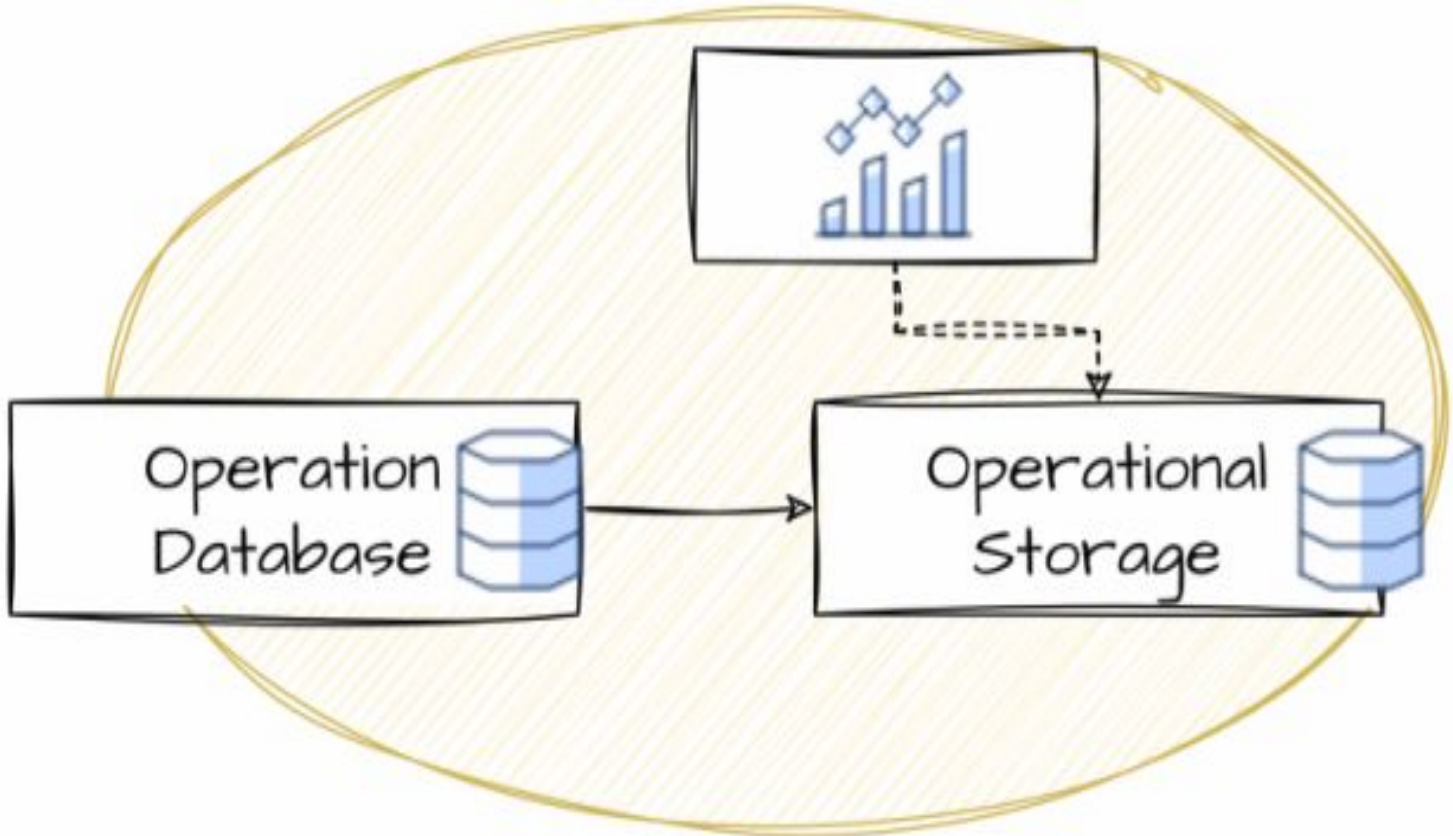
https://medium.com/@mariusz_kujawski/



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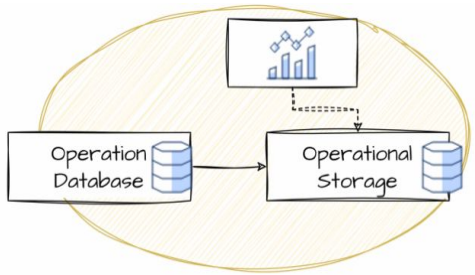
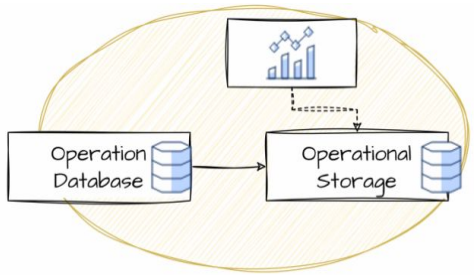
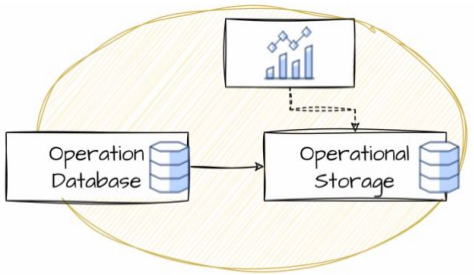
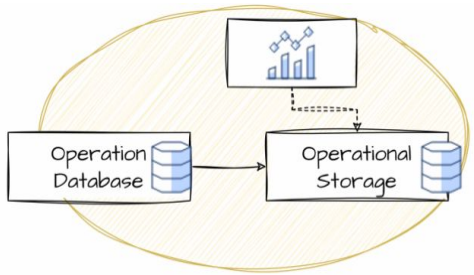








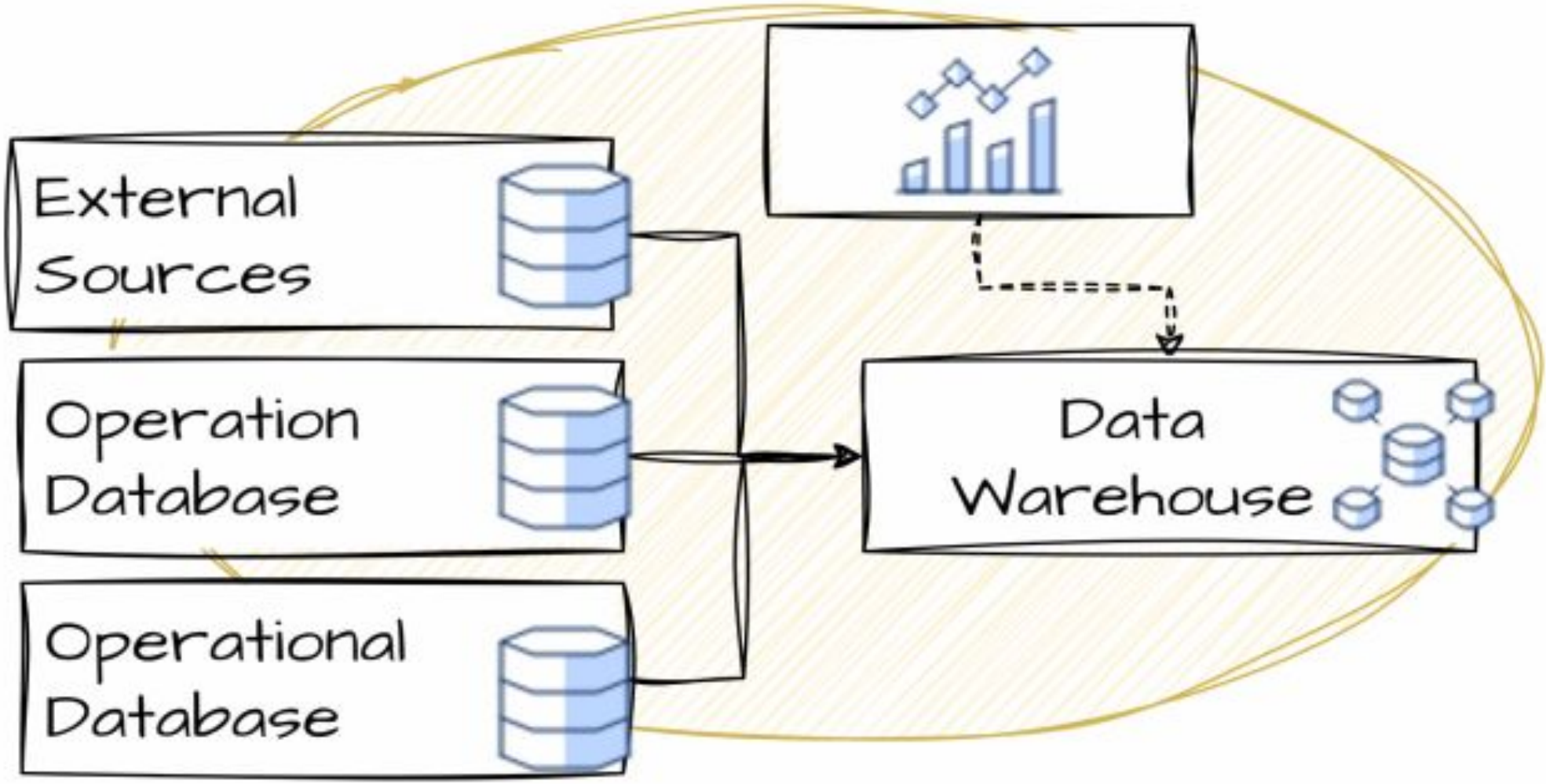
Manufacturing

IT Department

Recently Acquired Company

Marketing Department

https://www.vamsitalkstech.com/digital/why-data-silos-are-your-biggest-source-of-technical-debt/



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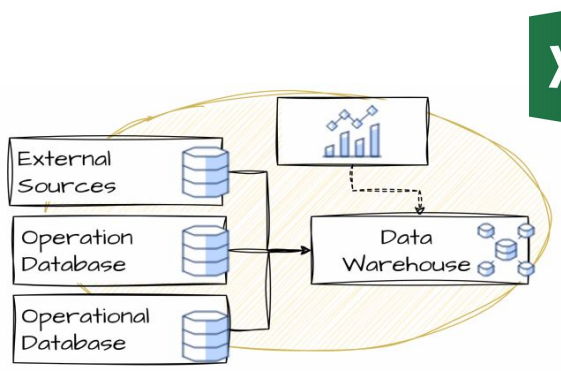

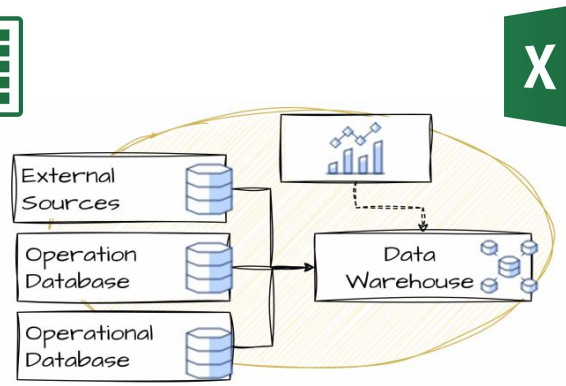

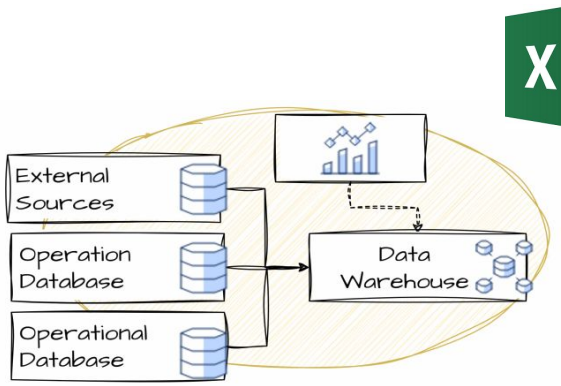

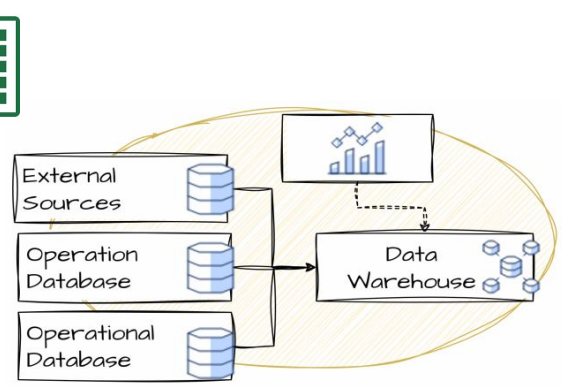

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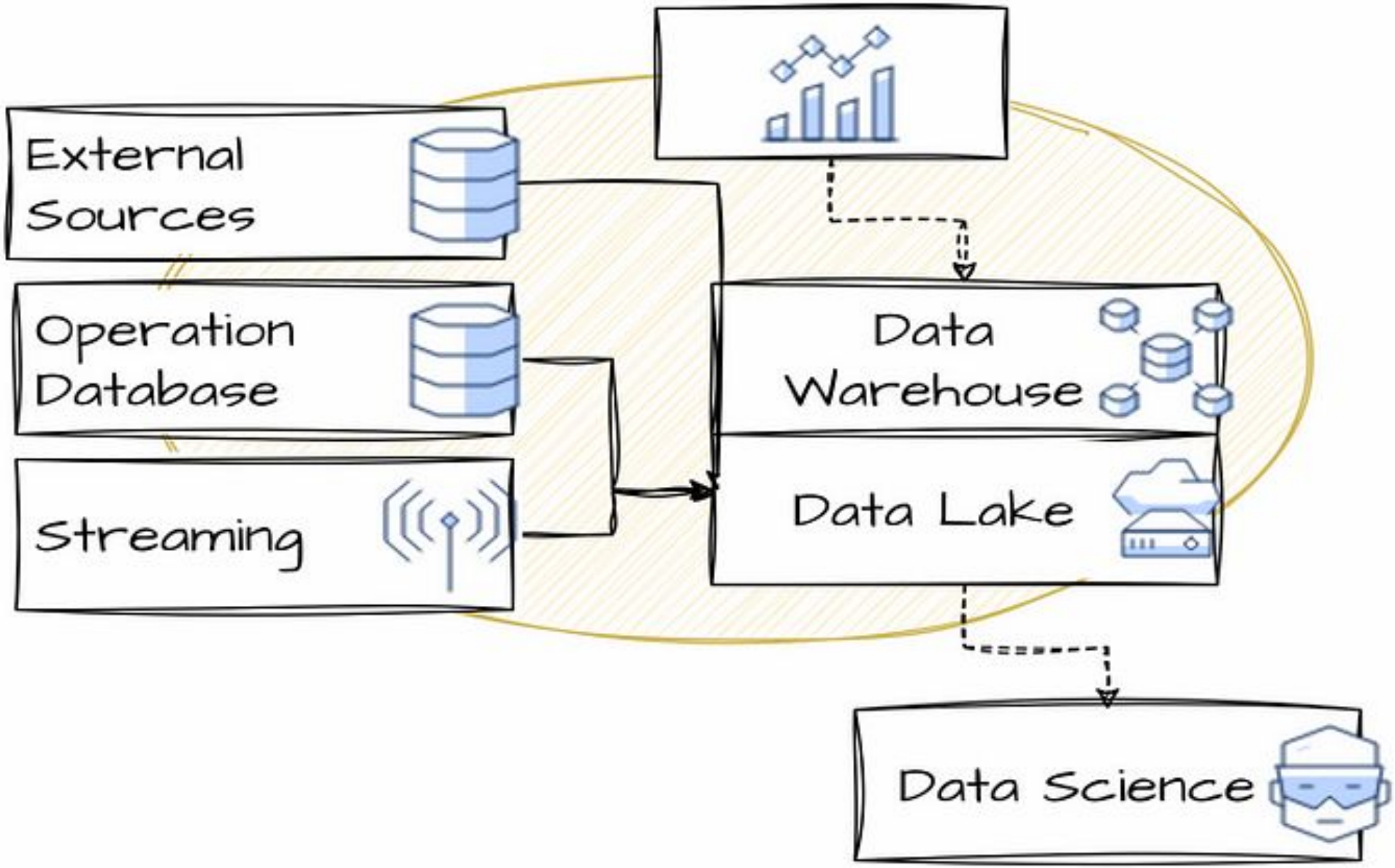

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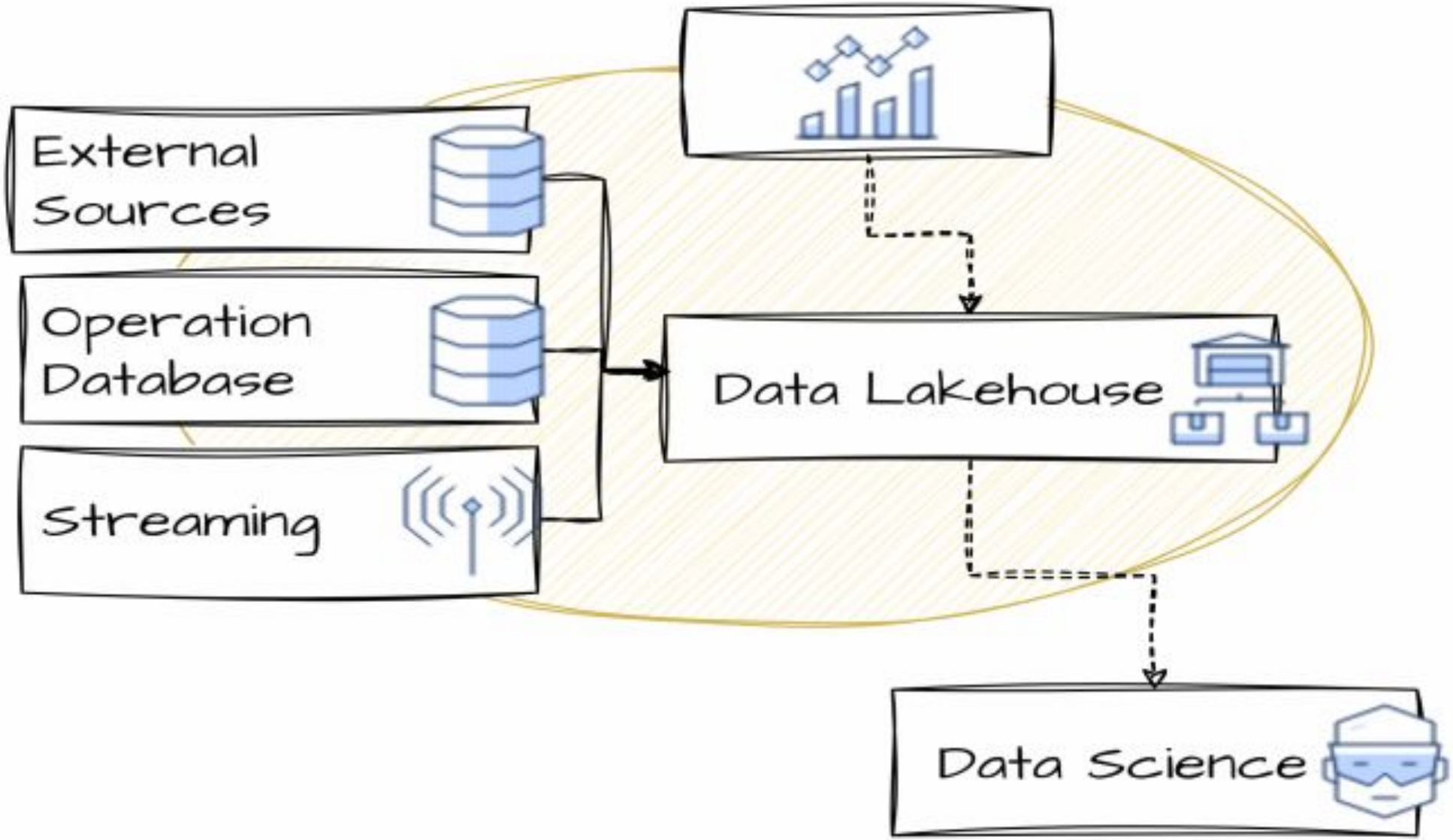

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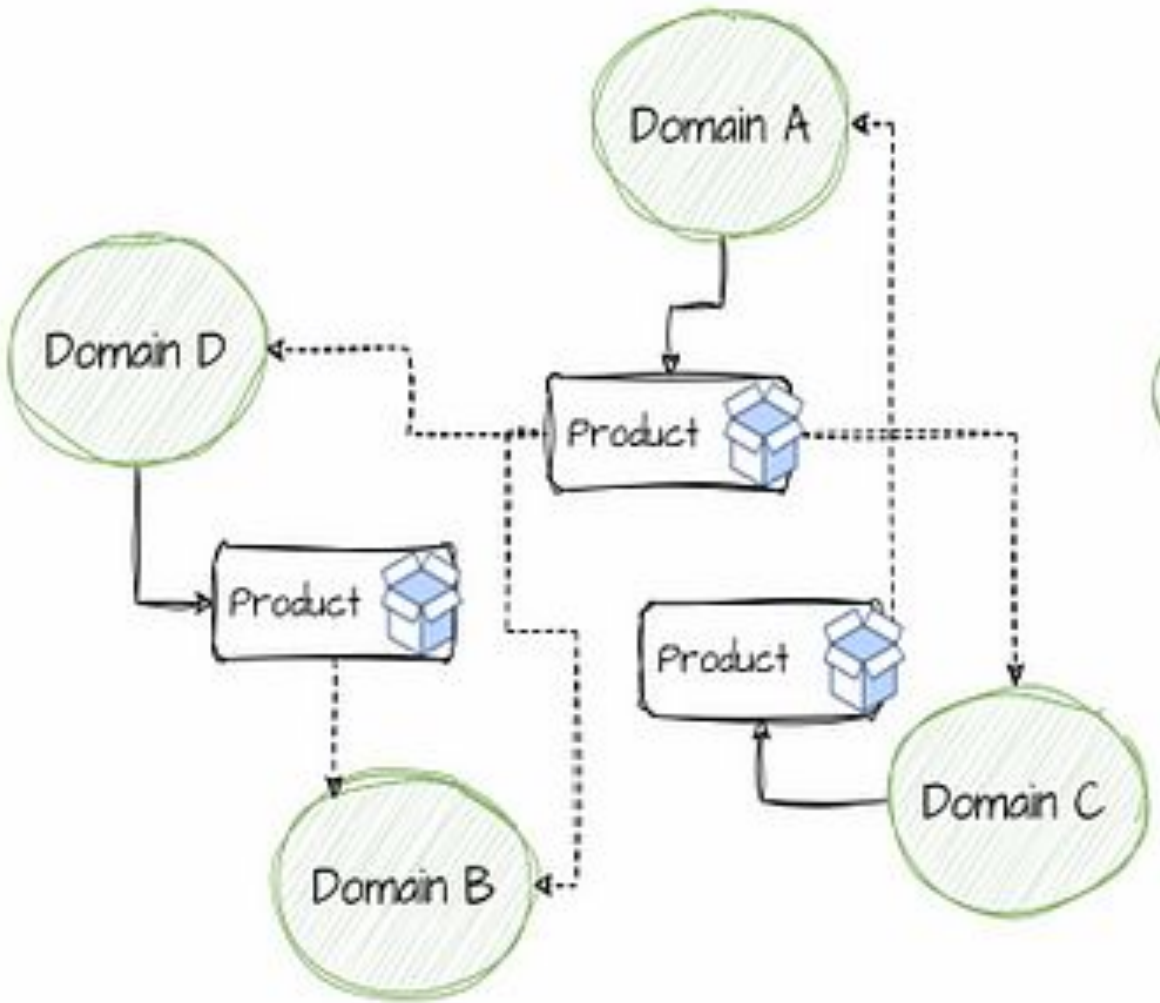
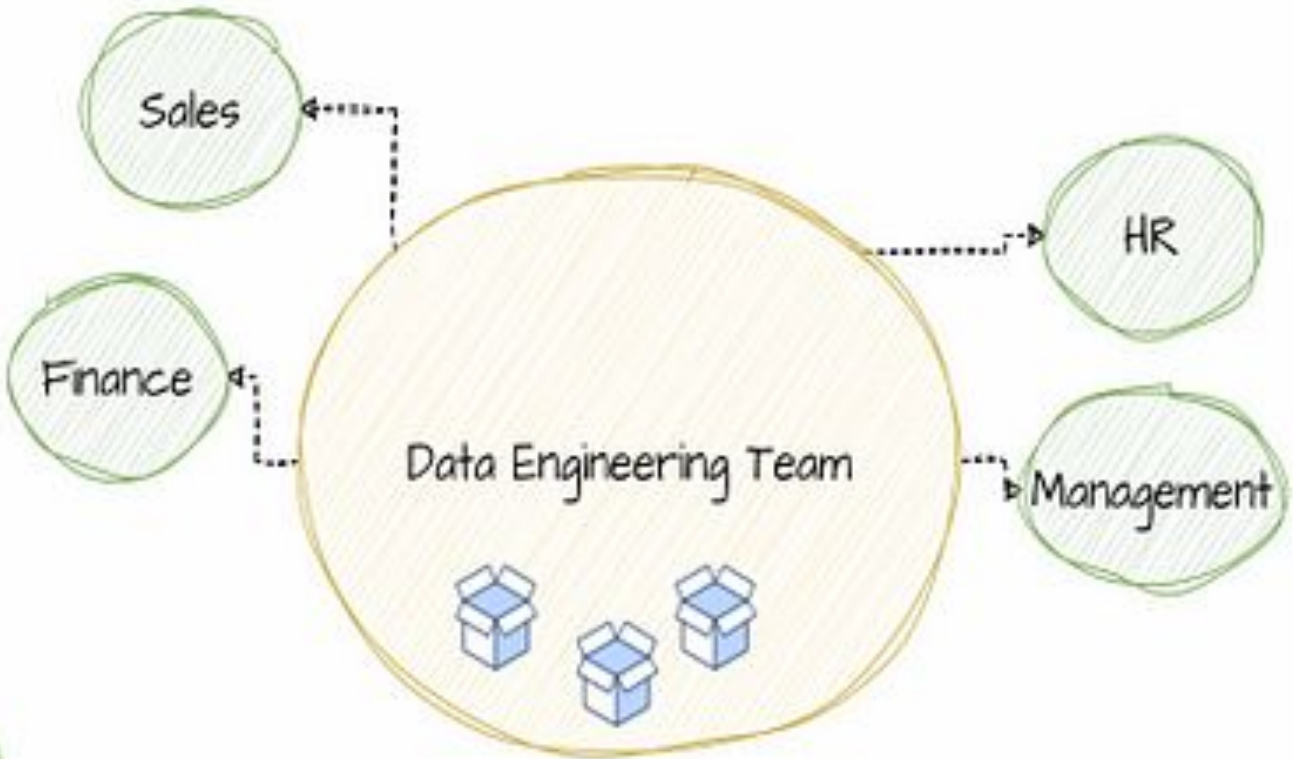


Data Mesh



Fabric

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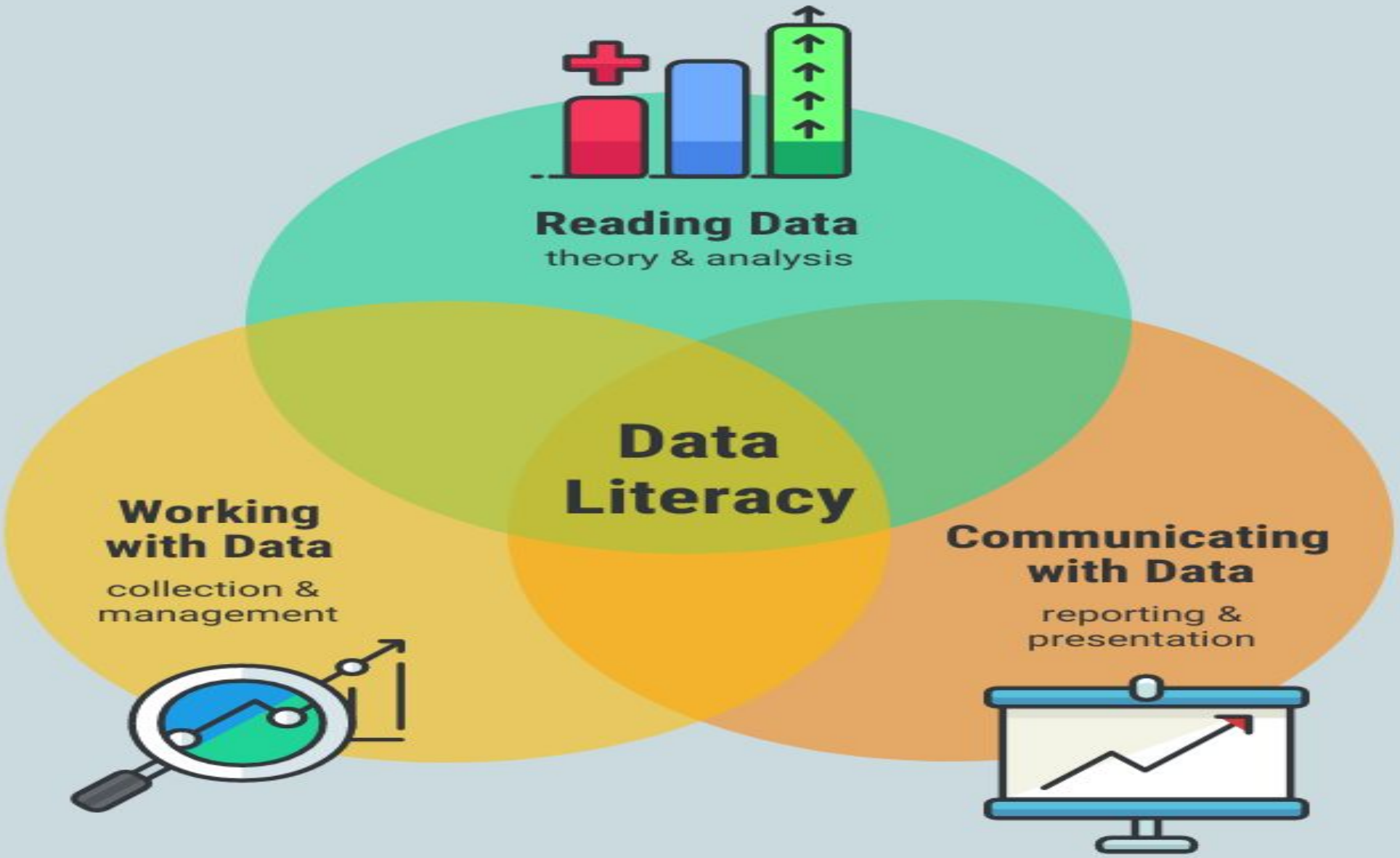
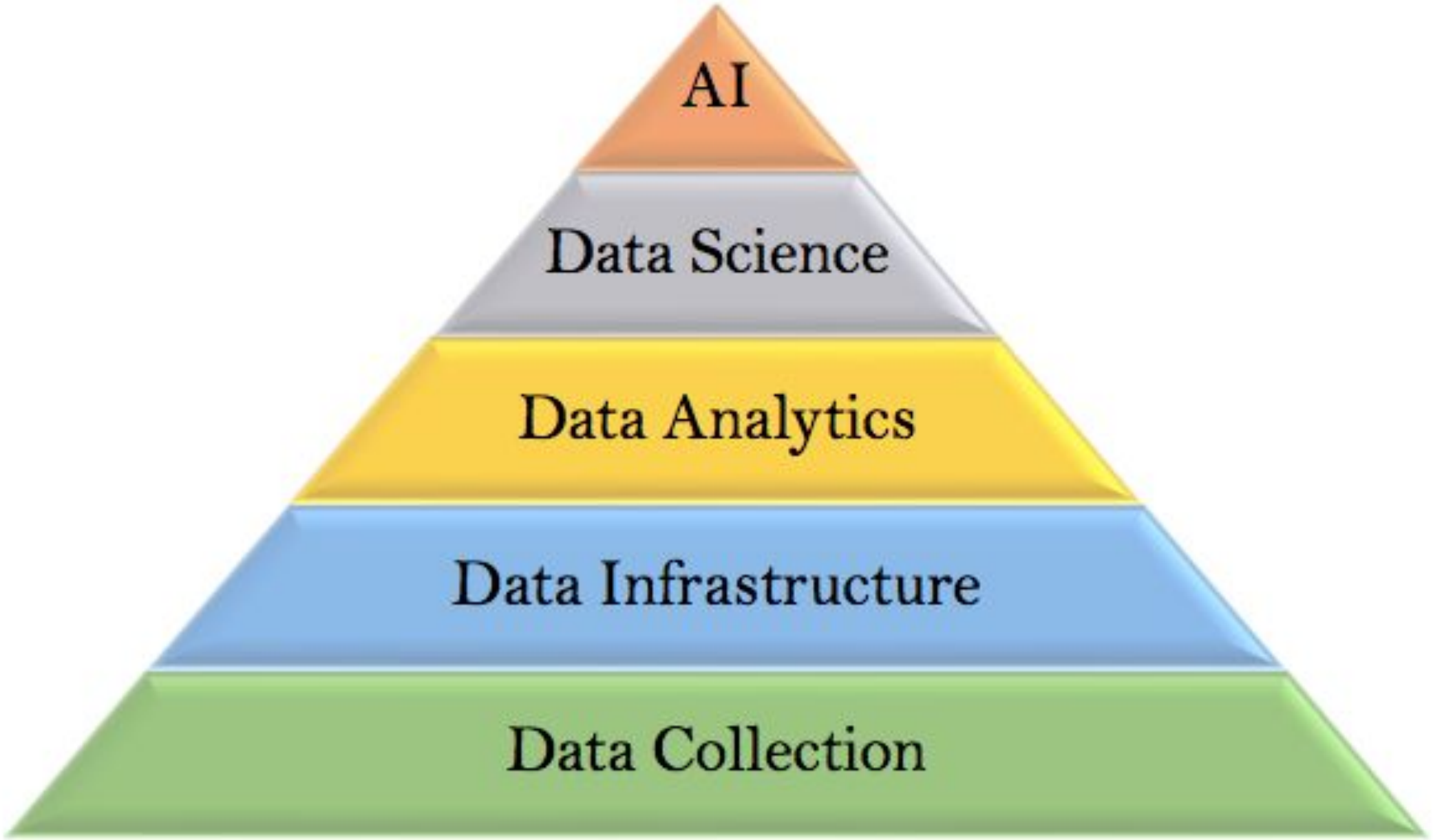
What is Data Literacy?

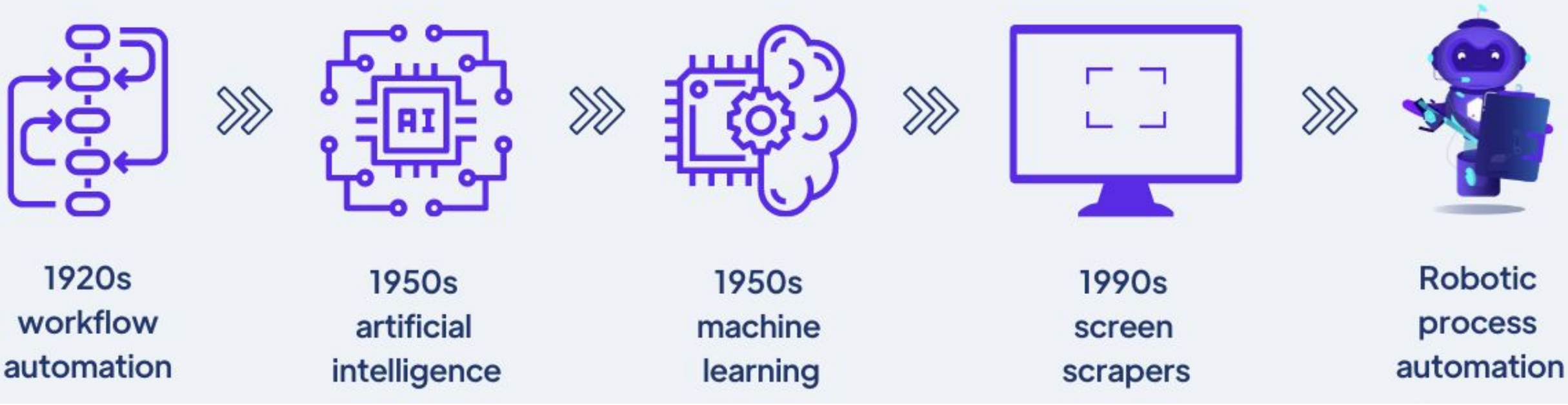


https://www.linkedin.com/pulse/mastering-data-literacy-essential-strategies-leaders-david-giraldo

https://create.vista.com/photos/continuous-learning



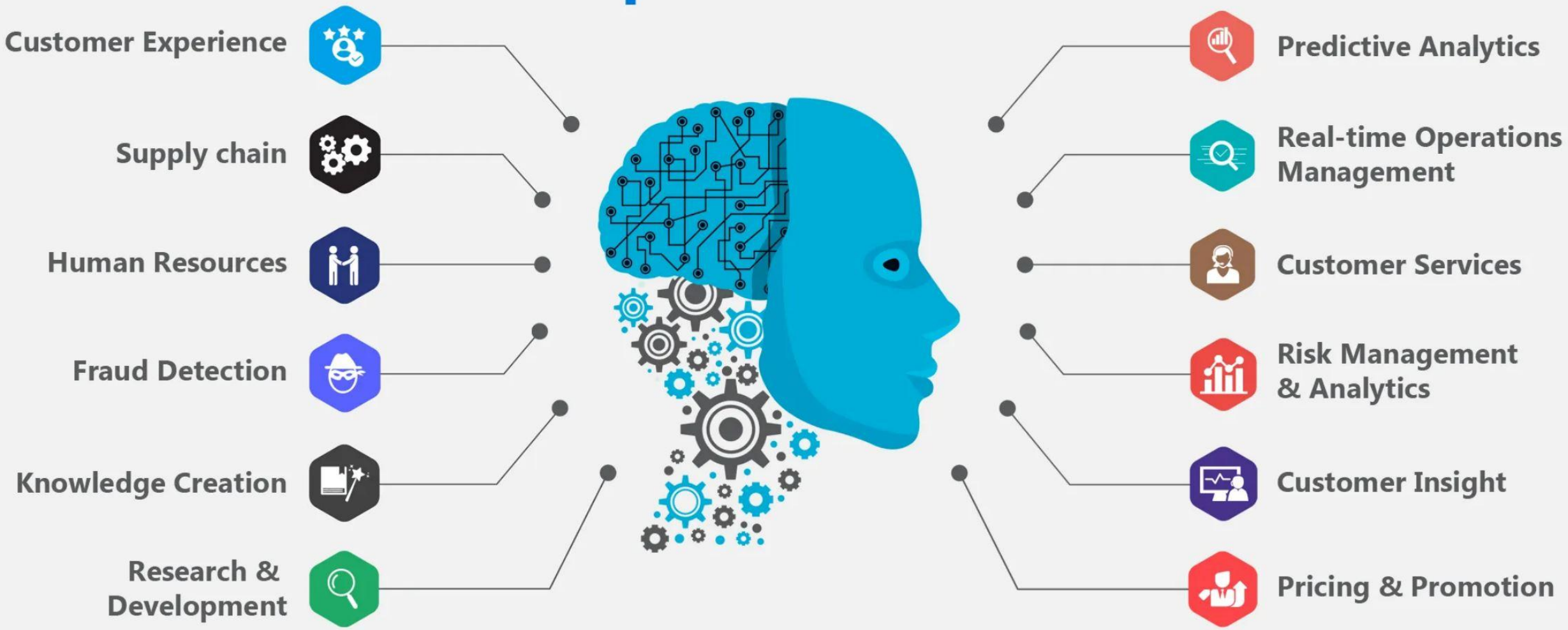
https://sparklersoft.com/news/the-ai-hierarchy-of-needs/



https://ggsitc.com/blog/what-is-robotic-process-automation-rpa

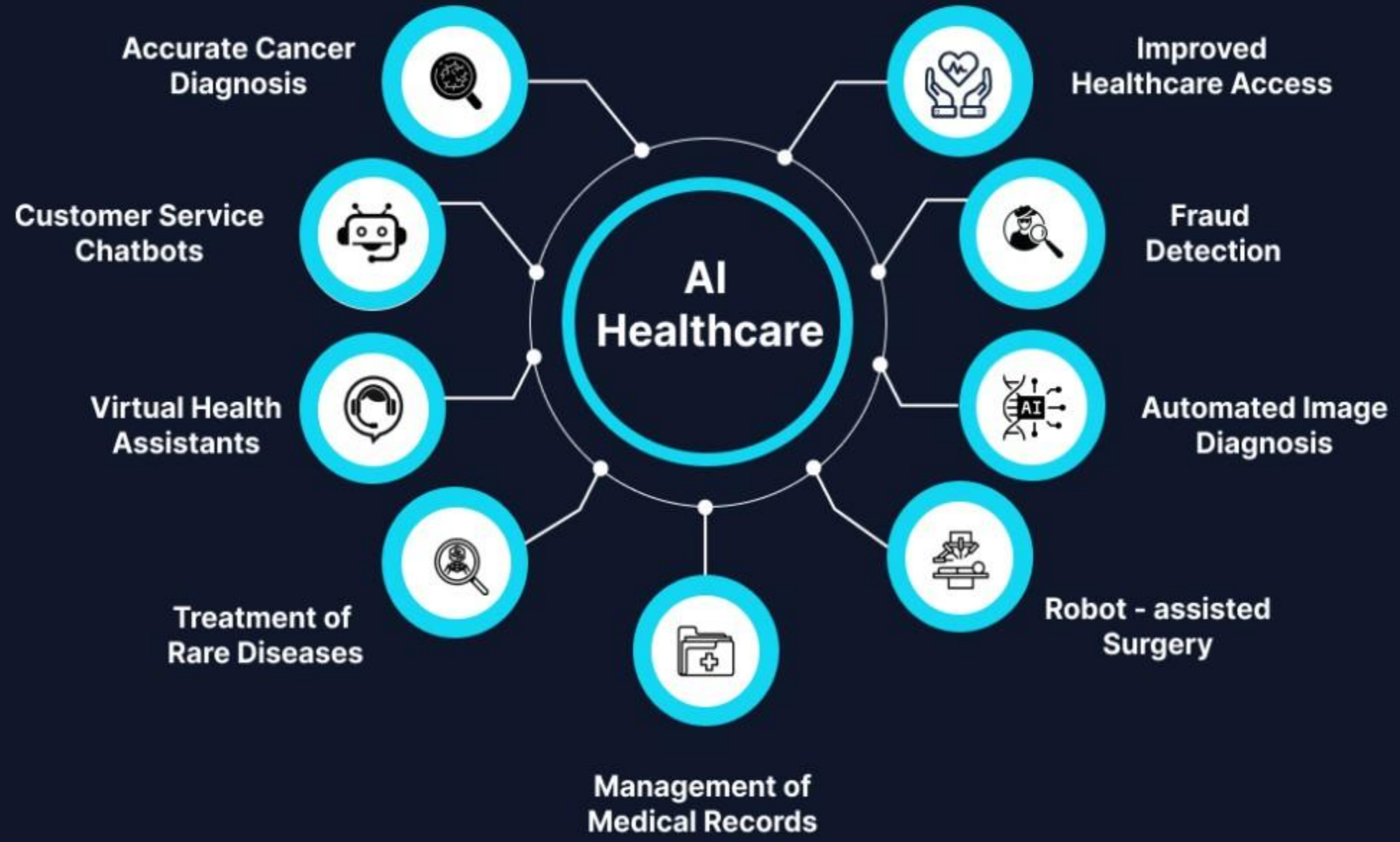
https://statrys.com/blog/invoice-ocr

Top AI Use Cases



https://www.hibernian-recruitment.com/en/how-to-use-generative-ai-in-business/

Role of AI in Healthcare



https://www.bizzbuzz.news/Industry/Infotech/AI/policymakers-need-to-create-a-regulatory-environment-that-fosters-ai-innovation-in-healthcare-1329403

AI Use Cases in Banking/financial Services

Fraud Detection

Risk Management

Customer Service

Credit Scoring

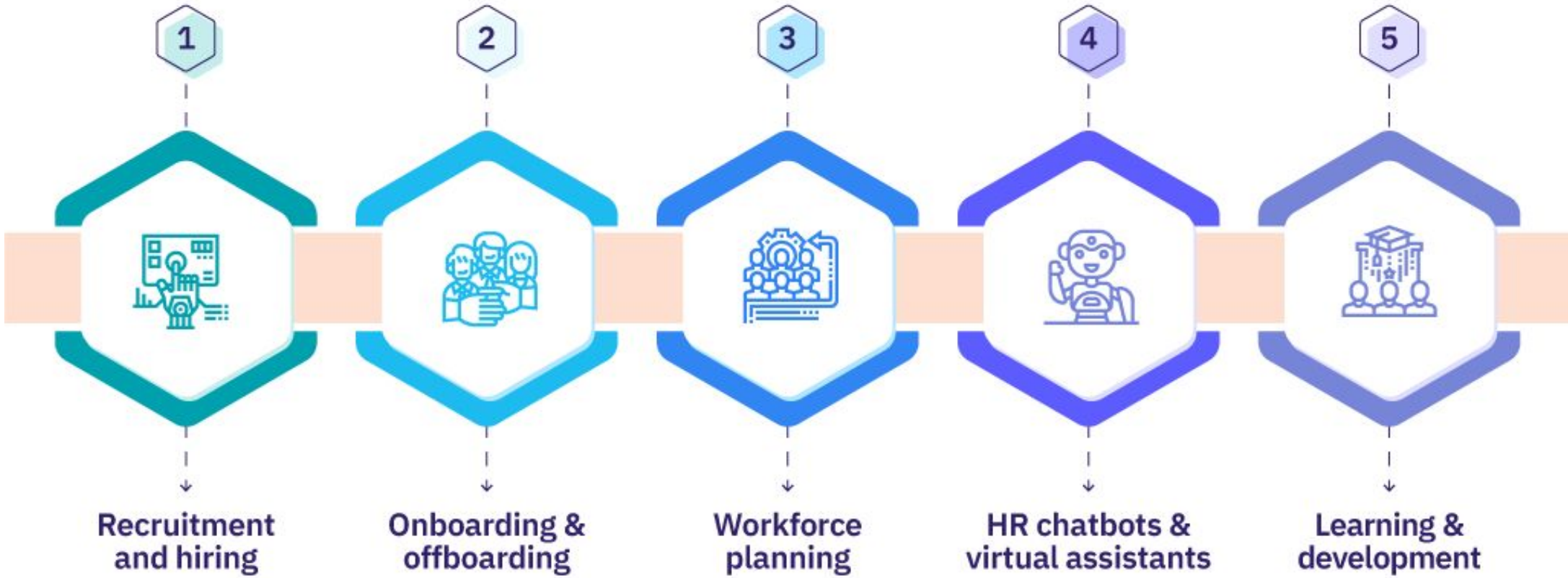
Anti-Money Laundering

Trading and Investment

https://www.leewayhertz.com/ai-use-cases-in-banking-and-finance/

LeewayHertz

Applications of AI in HR



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