I am using data to...

answer
a specific question

with a **definitive number** to inform a decision.

to **understand past performance** and inform new tactical strategies

observe
general behaviors

Data-Driven

- Predetermined sucess thresholds
- Custom implementation
- Knowledge of statistical methodologies

Data-Informed

- Established KPI framework
- Accessible data
- Contextualizes strategies to understand success or failure

Data-Inspired

- Best suited for Design Thinking and Strategy phases
- Leverages data that has already been implemented

Y