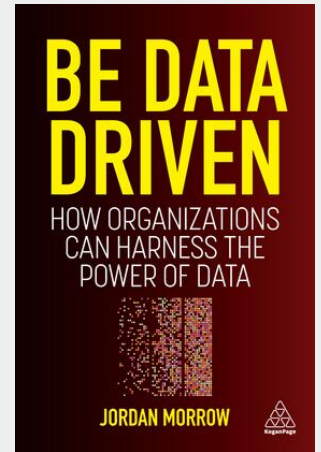


Morrow

Be Data Driven

How Organizations Can Harness the Power of Data

Make any team or business data driven with this practical guide to overcoming common challenges and creating a data culture. Businesses are increasingly focusing on their data and analytics strategy, but a data-driven culture grounded in evidence-based decision making can be difficult to achieve. Be Data Driven outlines a step-by-step roadmap to building a data-driven organization or team, beginning with deciding on outcomes and a strategy before moving onto investing in technology and upskilling where necessary. This practical guide explains what it means to be a data-driven organization and explores which technologies are advancing data and analytics. Crucially, it also examines the most common challenges to becoming data driven, from a foundational skills gap to issues with leadership and strategy and the impact of organizational culture. With case studies of businesses who have successfully used data, Be Data Driven shows managers, leaders and data professionals how to address hurdles, encourage a data culture and become truly data driven.



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