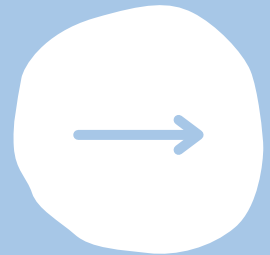


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#DDDM



The Data-Driven Decision-Making Framework

Understand the Business Problem



01

Identify the business objective and clearly define what you aim to achieve or solve.

Data Munging

A dashed orange line starts from the left edge of the slide and curves upwards towards the right. A white circle with a soft shadow is positioned on the line, containing the number '02' in black text.

02

Restructure and reformat the data for a specific use case.

Visualize the insights



03

Organize the data in a format suitable for analysis and create visuals for easier interpretation.

Develop Hypothesis



04

Formulate potential
explanation and predictions
based on trends or anomalies

Analyze and test hypotheses



05

Use statistical and analytical methods to validate or reject hypotheses.

Translate data into decisions



06

Connect data-driven insights to practical and strategic business outcomes.

Need Help Getting Started?

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