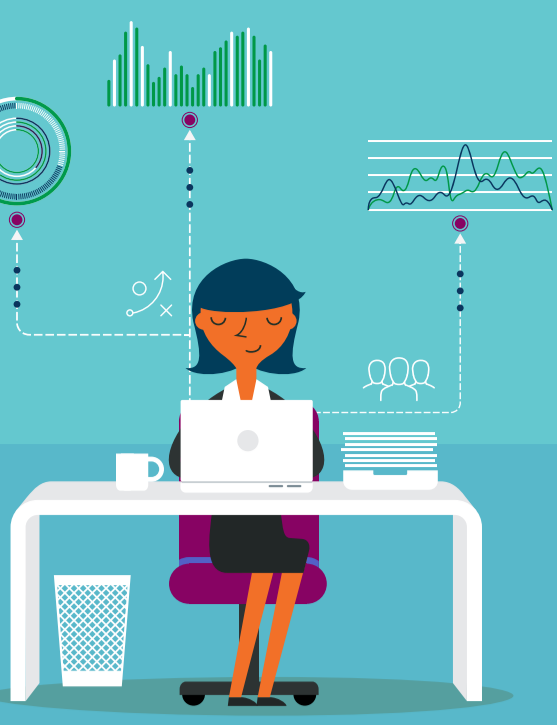# 12 STEPS

To Making Better Data-Informed Decisions
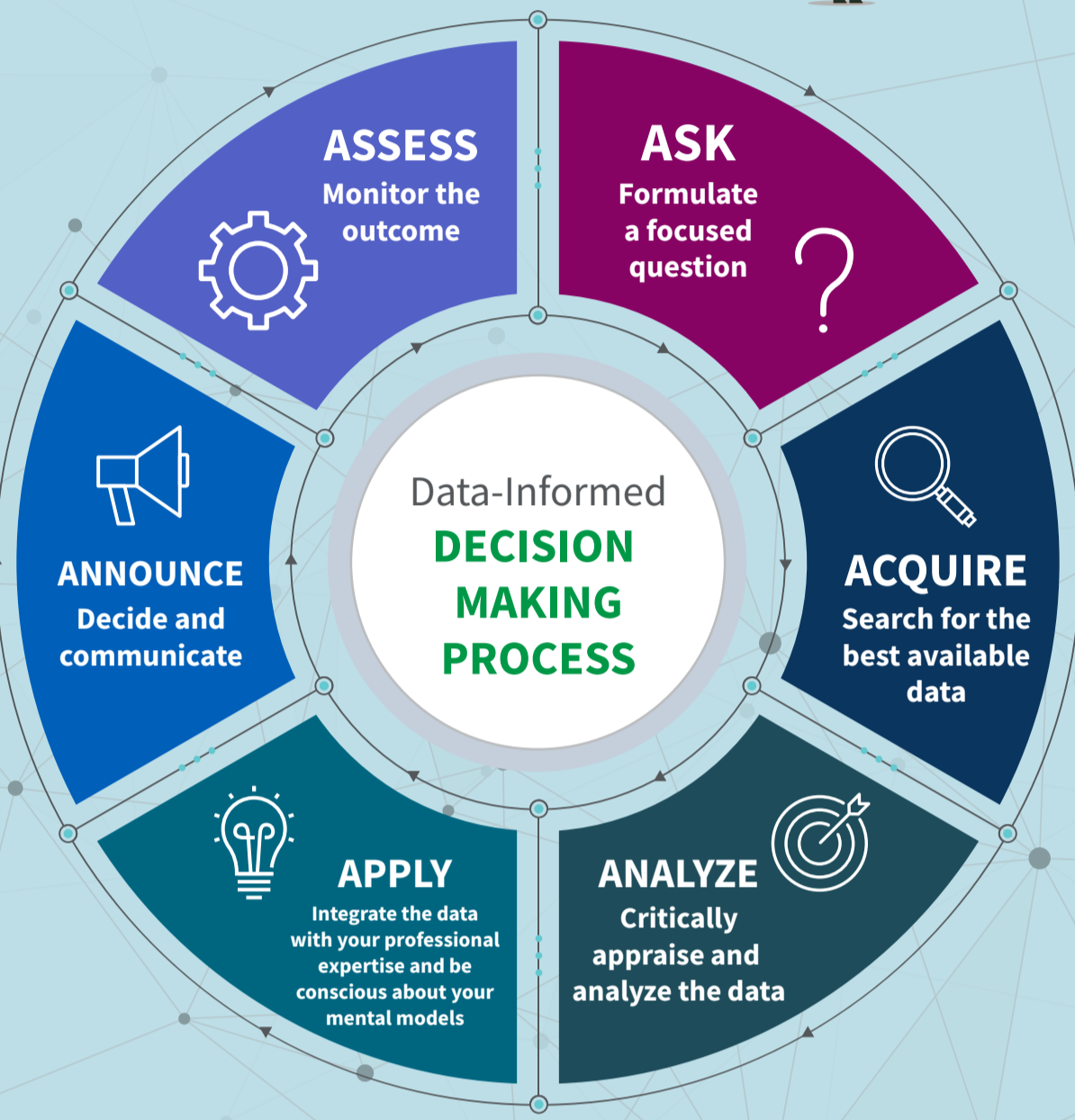
Data-Informed Decision Making is the ability to transform information into actionable and verified knowledge to ultimately make decisions. There is a spectrum of critical capabilities that need to be in place at an organizational level, including a data strategy, an analytics framework, a data literate workforce, diversity and inclusion, and a culture of collaboration, creativity, and communication.

At an individual level, making data-informed decisions requires systemic thinking, the ability to be aware of your biases, the ability to challenge the data, and the ability to accept failures and learn quickly from them.

The following 12 steps will help guide you through the data-informed decision making process.

Data-Informed DECISION MAKING PROCESS

ASSESS — Monitor the outcome

ASK — Formulate a focused question

ACQUIRE — Search for the best available data

ANALYZE — Critically appraise and analyze the data

APPLY — Integrate the data with your professional expertise and be conscious about your mental models

ANNOUNCE — Decide and communicate

Data-Informed Decision Making Process

Data-Informed Decision Making is ability to transform information into actionable and verified knowledge to ultimately make decisions. Follow these 12 steps to steps making better data-informed decisions.

ASK

1 Turn the business questions into analytical question(s).

ACQUIRE

2 Find and source all relevant data. Remember to think about the question systemically and include any interrelated data that could be relevant. This includes not only internal but external data and information too.

3 Ensure the sourced data is available, trusted, and in the right form (extracted, profiled, tagged, cataloged, standardized, treated for sensitivity, etc...)

ANALYZE

4 Create a measurement framework to describe your data with KPIs.

5 Use exploratory analytics to find patterns and trends and relationships that may exist and not be obvious to start to drill into root cause.

APPLY

6 Review and orientate yourself to the information and data so far and apply your personal experiences to it.

7 Challenge the data and look for information and data to disprove it.

8 Review with a cognitively diverse team (or if you are alone, be aware of your bias and play devil's advocate and reframe).

9 If applicable, leverage predictive analytics to run simulations or similar to test potential decisions and solutions.

ANNOUNCE

10 Announce your decision at the right level to ALL stakeholders (direct, indirect, upstream, and downstream) by leveraging methodologies like the 'Rule of 3' and the 'Pyramid Principle' in your storytelling

ASSESS

11 Setup a review mechanism to monitor the impacts of the decision after it is made and acted upon.

12 Leverage that review mechanism and fail/fix/learn fast including improvements to data, measurement frameworks, accountability, decisions, and anything else relevant

---

To learn more about Data-Informed Decision Making and explore our free courses and resources, visit **qlik.com/GetDataLiterate**.

Qlik
LEAD WITH DATA

About Qlik®
Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.