



Data Driven Decision Making

The Challenge

Organisations are investing significantly in building data assets in order to become “Data driven organisations”. These initiatives are primarily driven by the IT team. But the ROI on these initiatives is often not realized because:

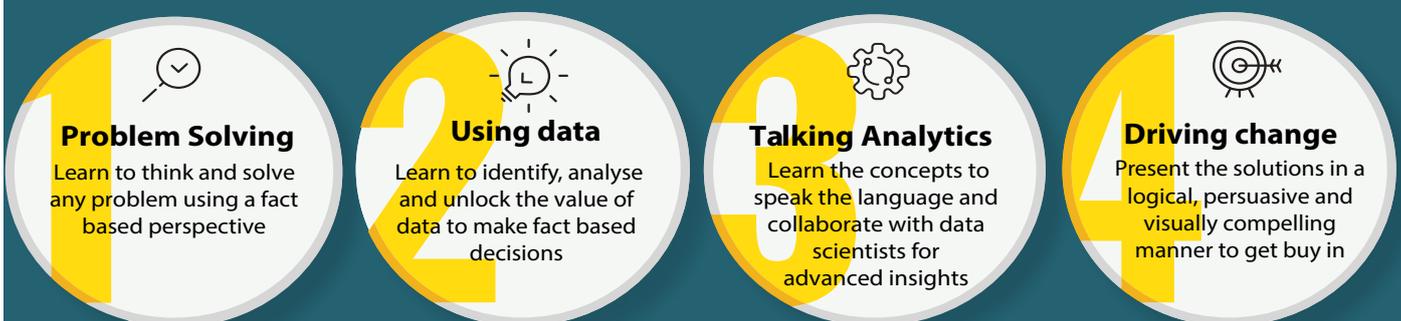
- Business team do not know how to use data to solve problems and make business decisions. This gap between data creation and data usage results in unused data assets that are not exploited to their fullest
- Using data to solve problems is often confused as a “technical skill” involving learning programming, rather than a shift in the way we solve business problems. Hence business teams resist learning.
- Business teams are not able to communicate with data scientists to solve problems, as the scientists are more focused on domain-agnostic algorithms and technical details.
- In this scenario, the data analytics team is the one who understands the data the best and ends up driving data usage. Ownership for business decision making starts getting diluted as non-business functions start driving “Business insight creation” without the powerful context and direction that only the business teams have.

As a result of this shift, the analytics function keeps growing, but business does not evolve. Management is left with huge data lakes which nobody wants to swim in.

The goal

This course aims to help organisations get ROI on their digital transformation efforts by eliminating this gap between creating data and using it. So that business teams can use data to make business decisions, and IT/Analytics act as the tech enabler behind these decisions.

Learning Objectives



The sessions involve working and reflecting on live data examples, and generating use cases to use data to solve business problems in your organization.

Audience

Anyone in the business functions who is responsible to solve problems and make business decisions directly, or provide inputs for the same (Usually DM and above)

Duration

This is a 2 day or 16 hour program. Can be spread across multiple virtual sessions

Topics covered

Problem Solving

- **Framing business problems** so that they can be answered with data(What is the problem)
- Determining **relevance and potential impact**(Is this the right problem to solve)
- Connecting business problems to **business outcomes**
- Creating hypothesis for the solution and refining it using **MECE framework**
- Analysing and selecting solutions from an impact vs feasibility perspective

Using Data

- **Discovery:** Identifying possible data sources, understanding biases in data selection
- **Preparation:** Data cleaning, transformation, reduction (Outlier treatment, normalization, sampling, binning)
- **Exploring data:** Playing around and exploring data visually using Boxplots, Scatter plots and histograms

Talking Analytics

- **Different types of analytics:** From descriptive to prescriptive, predictive modelling, Supervised AI, Unsupervised AI
- **Problem fitment:** What kind of problems fit for what kind of analytics(Deviation, Anticipation, Allocation)
- **Predictive model effectiveness:** Understand which models work for which kind of solutions, what parameters to look out for(Response, gain, lift), Trade off between precision and recall what questions to ask data scientists, how to validate their responses

Driving Change

- Reflect on the end-to-end changes needed in people, process, technology to move to data-driven approach to decision making
- **Effective Story boarding:** For clarity in communication of thoughts and recommendations
- **Visual story telling:** Using the right visual representations to improve communicate efficient-

Course Designers and Facilitators



Ashok Kumar, CEO, OD Alternatives

A seasoned operations / organization transformation professional with 30+ years of experience spanning across Armed Forces, automotive industry and management consulting (McKinsey) He knows exactly how to use data and facts to solve business problems



Vijayraj Kamat, Partner, OD Alternative

Brings in a blend of more than 17 years experience in data analytics consulting (Deloitte), organisational development and facilitation. He is also a 3 time TEDx speaker, author, writer and loves simplifying complex concepts for his audiences.

For any questions, please feel free to write to vijayraj@odalternatives.com. We will be happy to get on to a call with your stakeholders as well