



"If you can't measure it, you can't manage it..."

Questions are more insightful than insights:



What outcome are you trying to achieve?



What insight are you trying to uncover?



Where will the data come from? Is it "clean"?



Who will use the insights?

Tips to Get Started:



Start small, get a quick win.



Focus on leading indicators.



Understand data can be a drug, too much data is as bad as too little!



Be intentional and focused.