

IS YOUR DATA LEAVING MONEY ON THE TABLE?

Locked inside your data is enormous opportunity to better understand and serve your customers and markets, monitor performance and profitability, and take action to move the needle. But unlocking this opportunity also requires a significant investment. Capturing, augmenting, managing, analyzing, and visualizing data consumes time and money.

WHERE'S THE PAYOFF?



Too often, traditional data analytics approaches fall short of unlocking data's true potential. That only comes when you can actually use the data to quickly and confidently make decisions that add value to your business. Decision-driven analytics—what we call Decision Architecture—takes traditional data analytics to the next level.

TRADITIONAL DATA ANALYTICS



DECISION-DRIVEN ANALYTICS



RELIES ON ESTABLISHED METRICS,

like sales, volume, and average price, that may not be particularly helpful in answering specific business questions.

REVEALS NEW, MEANINGFUL METRICS

by guiding you to focus on what your business needs to know, rather than limiting yourself to, "This is the data I have, and this is what we measure."

IS VISUAL BUT...

rooted in the past, reporting on what's already happened and leaving it up to you to examine and interpret the data to solve problems or better run the business.

IS VISUAL AND...

actionable, asking questions to understand the root cause of situations or problems in the business so you can then make decisions to solve them. Beyond problem-solving, the process also reveals opportunities hidden in the data, enabling you to drive value in new ways.

BOTTOM LINE

Visualizing data using traditional data analytics is a leap forward over spreadsheets and a key step toward more mature analytics approaches. But it's not enough to fully leverage data and realize ROI. For that you need a more targeted, action-oriented approach. We developed our Decision Architecture framework to help companies quickly and efficiently become more decision-driven and unlock data potential. They're using it to save money, make money, and run their business more effectively.

[LEARN MORE ABOUT DECISION ARCHITECTURE](#)