



Navigating data-driven leadership

Data-driven decision-making means that an entity is oriented to make tactical and strategic decisions based on data rather than gut instinct, personal opinions, general observations, or pure hope.

Being data-driven means that an entity has the data it needs to make decisions that lead to outstanding, and hopefully profitable outcomes.

According to PwC, data-driven organizations can outperform their competitors by 6% in profitability and 5% in productivity.

This study also reveals that data-driven organizations are 162% more likely to surpass revenue goals and 58% more likely to beat their revenue goals than non-data-driven counterparts.

81% of organizations also agree that data should be at the heart of all business decision-making.

◆ THE DATA ON DATA-DRIVEN LEADERSHIP

6%

more profitable
than competitors

58%

more likely to beat
revenue goals

5%

more productive
than competitors

162%

higher chance of
surpassing revenue goals

◆ BENEFITS OF BEING DATA-DRIVEN

Understand customer behavior and brand sentiment

Gather data from your customers to understand their pain points, what they think about your business, what products or services they'd like you to offer, and what your organization needs to improve on.

For example, Amazon leverages consumer data such as browsing history, customer purchase, and preferences to fuel its product recommendation engine. This data-driven strategy generates around 35% of the company's revenue.

Make better, informed business decisions

By constantly collecting, monitoring, and analyzing business data, organizations become better positioned to make smarter executive decisions and develop winning ideas that impact the bottom line.

Measure business performance and understand employee engagement

By analyzing business performance data, you can understand strategies that worked and didn't work in the past, business decisions or policies that brought the most return, business operations that can be optimized, etc.

For hypothesis validation some businesses consider randomized experiments such as A/B testing to test several variations of business decisions, analyze and figure out the alternatives or approach that yields the best results.

◆ EMBRACE DATA

The path to organizational excellence

To succeed in today's dynamic market, businesses must embrace their data and partner with reputable global companies for managed data analytics services.

By harnessing the power of data, organizations can:

Improve
their decision
making

Enhance
customer
experiences

Unlock
profitable
outcomes

However, managing the complex landscape of data implementation and managing infrastructure can be challenging. This is where Andela, a leading provider of data analytics solutions and managed services teams can make a significant difference. Leveraging broad expertise and extensive experience, Andela facilitates seamless integration of data analytics platforms, streamlines operations, and fosters a culture of innovation.



Take your enterprise to new heights with data-driven managed analytics services. **Contact Andela today to start building a world-class team of tech experts.**

[Get in touch](#)