GENERATION DATA

USING DATA FOR PROFIT

Activities

How much do you generate?
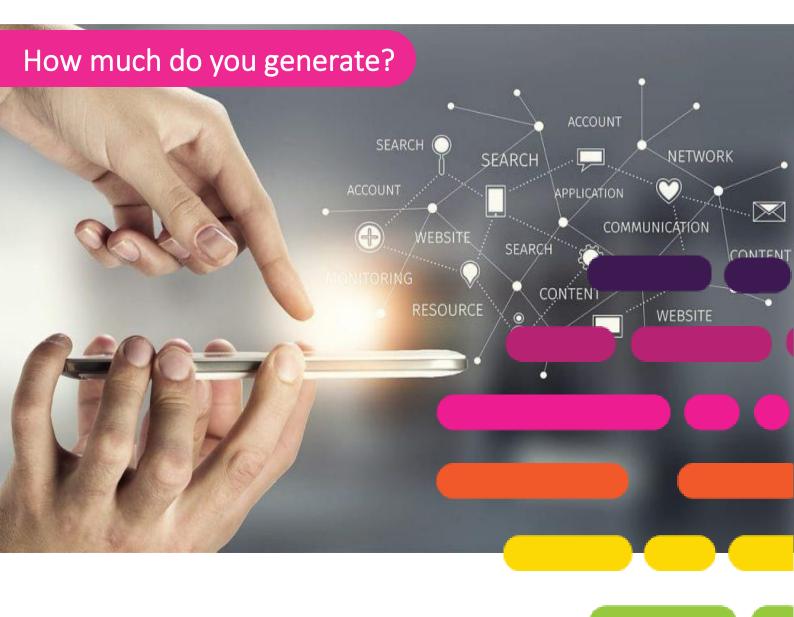
Activity 1

Imagine your typical day from when you wake up from when you go to bed. You might check your smart phone, log on to your computer and several app, make phone calls, respond to emails, purchase items online, post content on social media**......**

Write a list of all the types of data that you generate, what type of data is it, who can see it and what value it might be to them.

Activity	Data generated	Type of data	Who sees it	Business value
Added item to cloud-based personal calendar	Location of my appointment	Semi-structured	Google	Can target ads to my location

Activity 2

True or False

"The evidence is clear:

Data-driven decisions tend to be better decisions. Leaders will either embrace this fact or be replaced by others who do."

Do you believe this statement is true or false? Are there times when a HiPPO is better placed to make a decision?

Activity 3

What does it mean to be data driven?

Financial Services
Retail
Food and beverages
Manufacturing
Healthcare
Tourism
Transportation

Select an industry from above and carry out investigation to find two ways that businesses in that sector have used data to drive their business growth.

1. What did they do?

2. How did using data modify their internal processes or product innovation?

3. What were the tangible benefits to profitability?