About Qlik®

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems.

Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships.

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Data-Informed Decision Making

Data-Informed Decision Making is the ability to transform information into actionable and verified knowledge to ultimately make decisions. There is a spectrum of critical capabilities that need to be in place at an organizational level, including a data strategy, an analytics framework, a data literate workforce, diversity and inclusion, and a culture of collaboration, creativity, and communication. At an individual level, making data-informed decisions requires systemic thinking, the ability to be aware of your biases, the ability to challenge the data, and the ability to accept failures and learn quickly from them.

The following 12 steps will help guide you through the data-informed decision making process.

1. Formulate a focused question
2. Acquire search for the best available data
3. Analyze critically appraise and analyze the data
4. Apply integrate the data with your professional expertise and be conscious about your mental models
5. Announce decide and communicate
6. Assess setup a review mechanism to monitor the impacts of the decision after it is made and acted upon
7. Leverage that review mechanism and fail/fix/learn fast including improvements to data, measurement frameworks, accountability, decisions, and anything else relevant
8. Review and orientate yourself to the information and data so far and apply your personal experiences to it
9. Challenge the data and look for information and data to disprove it
10. Review with a cognitively diverse team (or if you are alone, be aware of your bias and play devil’s advocate and reframe)
11. If applicable, leverage predictive analytics to run simulations or similar to test potential decisions and solutions
12. Turn your business questions into analytical questions.

To learn more about Data-Informed Decision Making and explore our free courses and resources, visit qlik.com/GetDataLiterate.