DATA-DRIVEN DECISION-MAKING

STEP 1: DEFINE

Decisions should not deviate from the mission

identify the specific problem(s) - be sure to look at the problem and not the consequence(s) of the problem

Vague questions lead to large data that may not be helpful
How does the problem impact or is impacted by the mission

STEP 2: MEASURE

What do you need to know to resolve the problem?
What don't you know?
Do you have access to the data

Consider what format the data needs to be

STEP 3: ANALYZE DATA

Look for patterns, trends, and outliers

Does the data confirm or counter your initial thoughts?

Do you need additional data?

Use charts and graphs to help organize the data

STEP 4: IMPROVE

Develop a solution

Identify insights

What metrics will determine success -- be realistic

STEP 5: CONTROL

Track activities and metrics

what new information do you have?

Re-evaluate the situation to determine next steps

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