What Does It Mean to Be Data-Driven?

Organizations surveyed acknowledged using only 50% of available information for decision-making, and though 79% of companies surveyed define KPIs for their organizations, many don't use them[1]. These organizations have access to data, but they are not data-driven.

Being data-driven relies both on an organization's ability to access, analyze and present data when needed as well as your tech infrastructure.

If you're part of the 66% that agree that information will be a highly valued asset in the future[1], you need to invest now in your technical tools.

"The real competitive advantage lies not in how much data you have, but in how quickly you can use that data to get the answers you need to solve business challenges." [2]

7 Ways to Unlock the Potential of Data Not Being Used at Your Organization. [1]

1 Address and improve data quality.

When was the last time you collected fresh data? Checked for inconsistencies or gaps? Invest in the quality of your data now so it is accurate.

2 Lower the cost of access to information.

To be effective, data should be easily accessible. If your team has to jump through hoops to see information, they are less likely to use it. This includes data from all parts of your organization - not just one department.

3 Improve the way in which information is presented.

Use dashboards to filter the information you share with leadership, sharing only relevant details. Data visualizations are also helpful to show progress or context toward goals.

4 Make information easier to find.

One centralized library of data and information makes it easier for your team to sort and find data. A barrier to utilizing information is the need to consult multiple sources.

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5 Increase the speed at which information is made available.

How fast can partners access the right information that will enhance their decision-making skills or allow them to answer key questions from other stakeholders?

7 Hold yourself accountable.

A majority of organizations set key performance indicators (KPIs) but do not utilize them. Use dashboards to track progress toward KPIs and identify areas of optimization.

6 Foster a collaborative style of decison-making.

Collaboration is key as it opens up new conversations across teams. Encourage this with opportunities to hear what others are working on and a culture of knowledge sharing.

Advantages of Being Data-Driven.

"With the UpMetrics dashboards that update with real-time data, I can quickly access the data I need for each application, allowing me to [maximize my time]. Because I was able to spend more time sending out proposals, and less time in spreadsheets, I raised over $400k for Jamestown Community Center."
-Nelly Sapinski, Executive Director

- Increased efficiencies with the ability to track and analyze progress toward KPIs.

- Improved collaboration across departments.

- Stronger relationships with transparency.

- Flexibility to pivot when impacted by circumstances out of your control.

- Clarity around organizational goals, fostering a learning environment that encourages innovation.

- Effectively collaborate with your board and other external stakeholders.

1 BI-Survey, *14 Survey-Based Recommendations on How to Improve Data-Driven Decision Making*
2 Interana, *The Real Data Advantage Isn't Where You Think It Is*

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