



PERFORMANCE  
LEARNING  
GROUP



Series 6 :

# Data-Driven Decision Making



## Programme 1

# Understanding Data to Make Decisions

This programme will be looking into what data is and how it can be used, exploring different types of data and reflecting on how data can help organisations to make decisions.

## Introduction to Programme

### Activity 1:

1. Data and information:
  - What is data?

### Activity 2:

2. Being a data-driven organisation

### Activity 3:

3. Types of data:
  - Quantitative/Qualitative data
  - Primary/Secondary data
  - Types of customer data

## Concluding Summary



# Programme 2

## Impact Data on Decision Making

This programme will focus on evaluation of the data as well as review data management practices and explore data handling requirements and challenges.

### Introduction to Programme

#### Activity 1:

- What is good data?
- 1. Best data management practices:
  - Managing data for impact

#### Activity 2:

- 2. Challenges of successful data management:
  - Cyber security
  - Data management legislation

### Concluding Summary



# Programme 3

## Interpreting and Presenting Data

This programme will review some decision-making techniques and explore the tools for analysing and presenting data, it will also review potential pitfalls of data interpretation.

### Introduction to Programme

#### Activity 1:

- Good decision making
- 1. Tools and techniques to support decision making:
  - SWOT analysis
  - Decision-making matrix
  - Rational decision making
  - Cost-benefit analysis

#### Activity 2:

- 2. Analysing and interpreting data for decision making
- 3. Presenting data with impact:
  - Data visualisation

#### Activity 3:

- 4. Data interpretation pitfalls

### Concluding Summary



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