(Mr. Tenkey's Tips # 400) www.mrtenkey.com

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Dear Management: One brick... does not a pathway make.

One post (of number 400 today!!!)... does not a picture of my brain make.

AND...

One data point... DOES NOT a trend make.

Be careful of the frequency at which you analyze your data...

You know... that from which you base all those important decisions on.

Because a snap of the finger access point to your data...

Often leads to a SNAP decision.

A decision based on emotions, rather than sound industry/trend analytics.

Just sayin'