(Mr. Tenkey's Tips # 455) --- book available @ www.mrtenkey.com

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Dear Management: Be careful that you don't become overly addicted to the NEED for data...

Needing more info, faster info, ANY info...

Because NOT all data needs to be seen... and NOT all data is ready for seeing... AT THE TIME you're viewing it.

I'm a movie buff, so look at it this way...

You walk into a play and leave at the first intermission... hence, you lose the true meaning of the story being told.

That's called GAMBLING on a trend... and the house usually wins in that case.

Or another way to look at it...

You're watching a foreign film... it's beautiful, visual, dynamic... but you're NOT reading the subtitles.

You walk away thinking it was an uplifting comedy, when it was really an ironic mello-drama.

That's called MIS-DIRECTION of your data..

Going down these paths will have you matching up dissimilar data points or worse yet, acting upon minute swings... instead of looking at the trend that is forming.

So be careful peeps.

Look behind the curtain.