How good is your data?

It is difficult to get access to even the most basic data at times

Not getting hold of the data you want on time

Reports have data that you don't trust

You are constantly complaining about different versions of the truth

There are lots of manual spreadsheets in your business

You are not sure if you have got the relevant systems to capture, store, process, and report on data

You are tied up with older / legacy systems which are not fit for purpose

It's difficult to get hold of the insights and reports that you want most times

You have got too much data and not enough insights

People are tied down by manual processes

Most decisions cannot be tracked or justified with data

Data and reports are too complicated to understand

There are lots of unanswered questions which data cannot answer

You don't know which data to capture and how to best use of the data I have

You are not confident your marketing money is optimally invested in terms of ROI and CPA?

All your customer data is not in one place

You are always struggling to answer the 'Why' question. Why are things as they are and what is the root cause of it

You do not have systems that connect to each other creating manual processes

Author: Sameer Rahman