

Data-Driven Decision-Making Framework



1 Understand the business problem

Identify the business objective and clearly define what you aim to achieve or solve.



2 Data Munging

Restructure and reformat the data for a specific use case

3 Visualize the insights

Organize the data in a format suitable for analysis and create visuals for easier interpretation



4 Develop hypotheses

Formulate potential explanation and predictions based on trends or anomalies.

5 Analyze and test hypotheses

Use statistical and analytical methods to validate or reject hypotheses.



6 Translate data into decisions

Connect data-driven insights to practical and strategic business outcomes.