

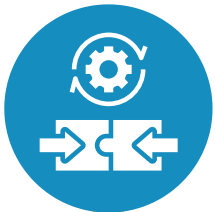
How to Operationalize Data

Turn Data Into Intelligence

Operationalized data is responsive and predictive, and can be used by anyone to fix business problems - not just data gurus.

Take an Internal Data Inventory

- Centralize your data - especially if it's fragmented
- All internal data should be accessible and understandable by everyone in the organization
- Anyone should be able to put the data to work to get results



Enhance and Integrate Your Data

- Determine where knowledge gaps exist
- Buy only the data you need and weave it into your existing framework
- Data Quality is more important than Data Quantity



Enrich Data with AI

- Apply a machine learning algorithm to your data to answer business questions
- Generate predictive models and propensity scores
- Understand your customers on a more granular level



Derive Results

- Plan effective and targeted outreach campaigns
- Know where to focus engagement efforts for the biggest impact
- Understand what kind of messaging will resonate with which customers