DATA TO INTELiGENCE

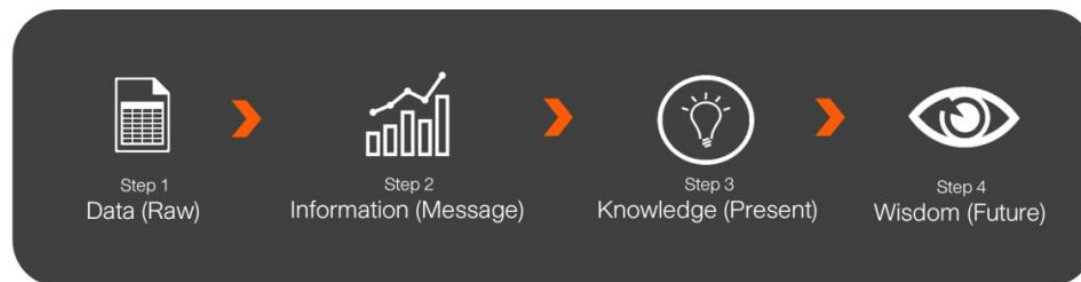*"To utilize in-house data and interpret information into strategic action that aligned with the company's vision and strategy. To solve problem in a logical manner using iterative process, and present findings in a constructive manner."*

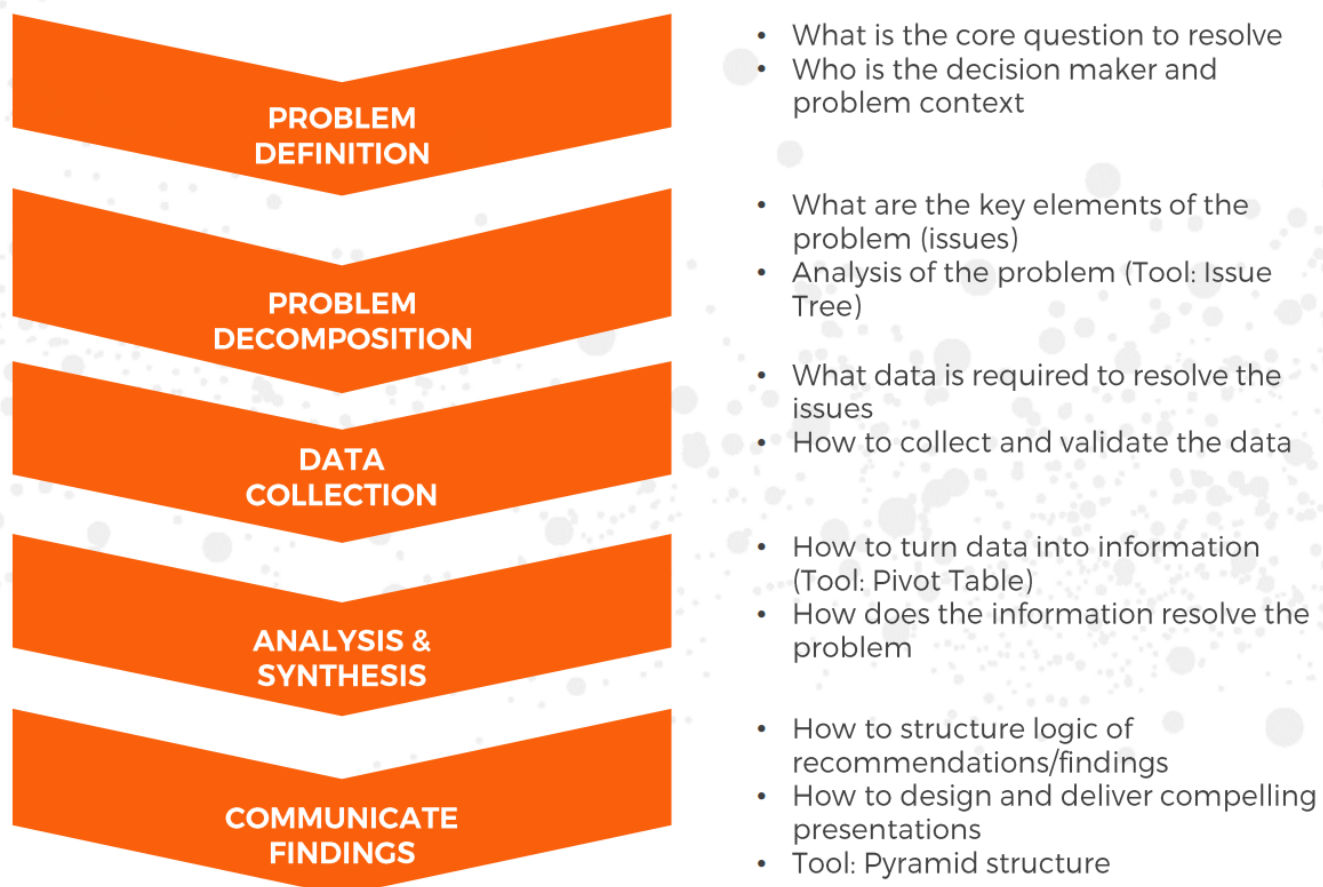## 3 OBJECTIVES – 4 TURNS – 5 PROCESS

3 OBJECTIVES

To transform data into information and intelligence
To design visuals that present the intelligence in a way that is quick and easy to understand
To learn techniques for constructing and delivering a professional presentation

4 TURNS FROM 'DATA' INTO 'WISDOM'

Step 1
Data (Raw)

Step 2
Information (Message)

Step 3
Knowledge (Present)

Step 4
Wisdom (Future)

5 STEPS LOGICAL PROBLEM SOLVING PROCESS

PROBLEM DEFINITION
- What is the core question to resolve
- Who is the decision maker and problem context

PROBLEM DECOMPOSITION
- What are the key elements of the problem (issues)
- Analysis of the problem (Tool: Issue Tree)

DATA COLLECTION
- What data is required to resolve the issues
- How to collect and validate the data

ANALYSIS & SYNTHESIS
- How to turn data into information (Tool: Pivot Table)
- How does the information resolve the problem

COMMUNICATE FINDINGS
- How to structure logic of recommendations/findings
- How to design and deliver compelling presentations
- Tool: Pyramid structure

Founded by:
PROF. DR. AMORN PIMANMAS