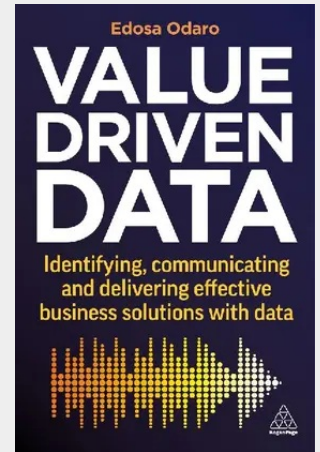


Value-Driven Data

Identifying, Communicating and Delivering Effective Business Solutions with Data

Value-Driven Data explains how data and business leaders can co-create and deploy data-driven solutions for their organizations. **Value-Driven Data** explores how organizations can understand their problems and come up with better solutions, aligning data storytelling with business needs. The book reviews the main challenges that plague most data-to-business interactions and offers actionable strategies for effective data value implementation, including methods for tackling obstacles and incentivizing change. **Value-Driven Data** is supported by tried-and-tested frameworks that can be applied to different contexts and organizations. It features cutting-edge examples relating to digital transformation, data strategy, resolving conflicts of interests, building a data P&L and AI value prediction methodology. Recognizing different types of data value, this book presents tangible methodologies for identifying, capturing, communicating, measuring and deploying data-enabled opportunities. This is essential reading for data specialists, business stakeholders and leaders involved in capturing and executing data value opportunities for organizations and for informing data value strategies.

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