DATA DEMYSTIFIED SUMMIT | BERLIN

Data-Driven Leadership

Building a Data-Driven Culture: From Intuition to Insight

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How to change the design

What is the biggest barrier to becoming data-driven in your organisation?

The Slido app must be installed on every computer you're presenting from

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Question 1

From your experience, how can leadership genuinely champion data-driven decision-making, especially across functions like marketing, product, and customer experience?

Q&A

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Question 2

What does it take to build real data literacy across an organisation, beyond dashboards and training sessions?

Q&A

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Question 3

How do you design KPIs and incentives so teams optimise for customer outcomes, not just their own local metrics?

Q&A

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Q&A

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