

CHAPTER OVERVIEW

3: Think - Data driven decision making

Learning Objectives

In this chapter, you will learn:

- The importance of data in our data-driven world.
- What data you should be collecting.
- How data is used to improve the user experience and increase conversions.
- How knowing your customers is integral to improving their experience with your brand.

[3.1: References](#)

[3.2: Introduction](#)

[3.3: Key terms and concepts](#)

[3.4: Understanding data](#)

[3.5: Approaching data](#)

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[3.7: Becoming a data led organisation](#)

[3.8: Advantages and challenges](#)

[3.9: Measuring success](#)

[3.10: Tools of the trade](#)

[3.11: Case study - Royal Canin Russia](#)

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[3.E: Data driven decision making\(Exercises\)](#)

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