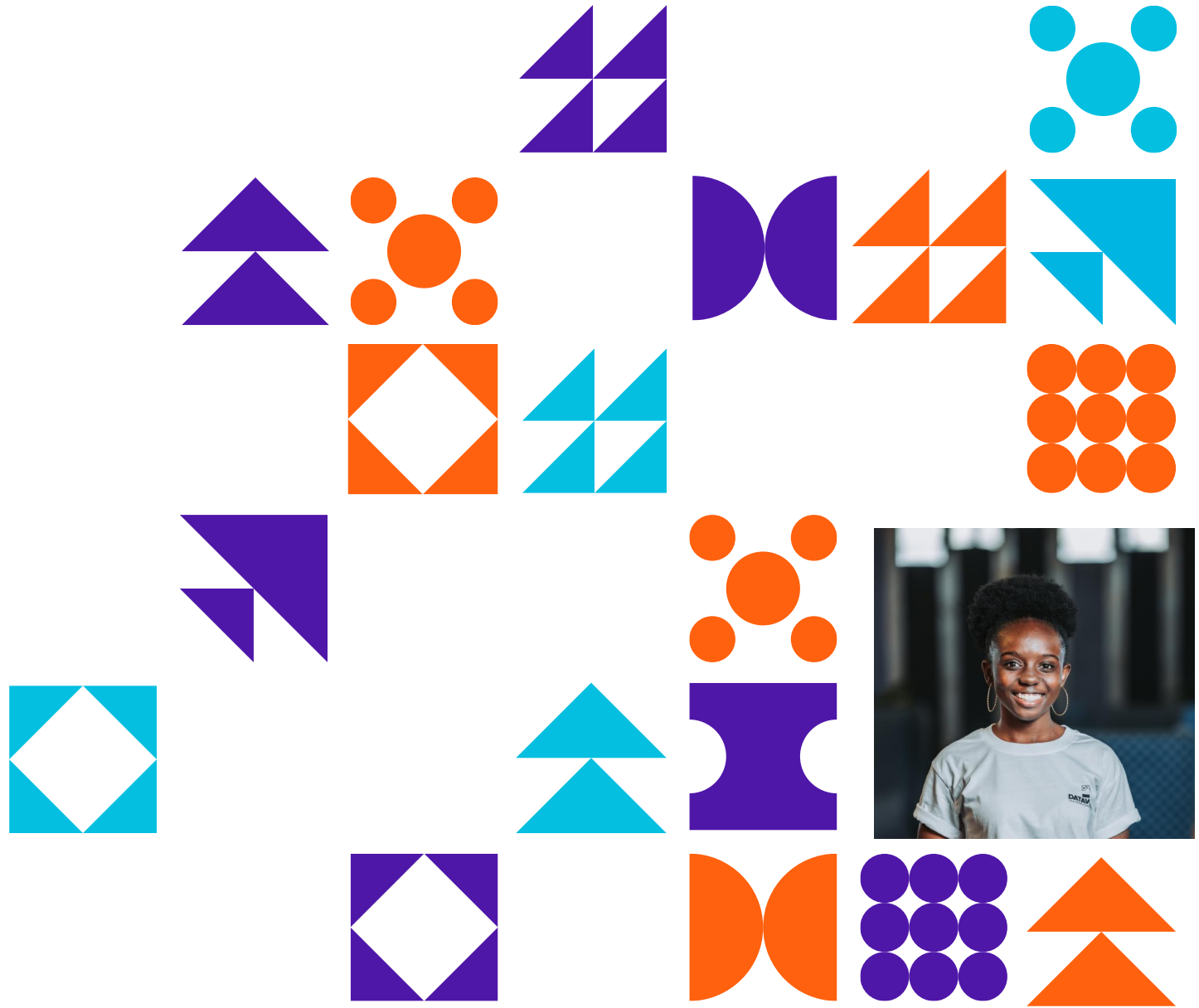


SUSTAINABLE DATA DRIVEN DECISION MAKING FOR THE DIGITAL PROJECT MANAGERS

JULIET MASVAURE
DATA ANALYST



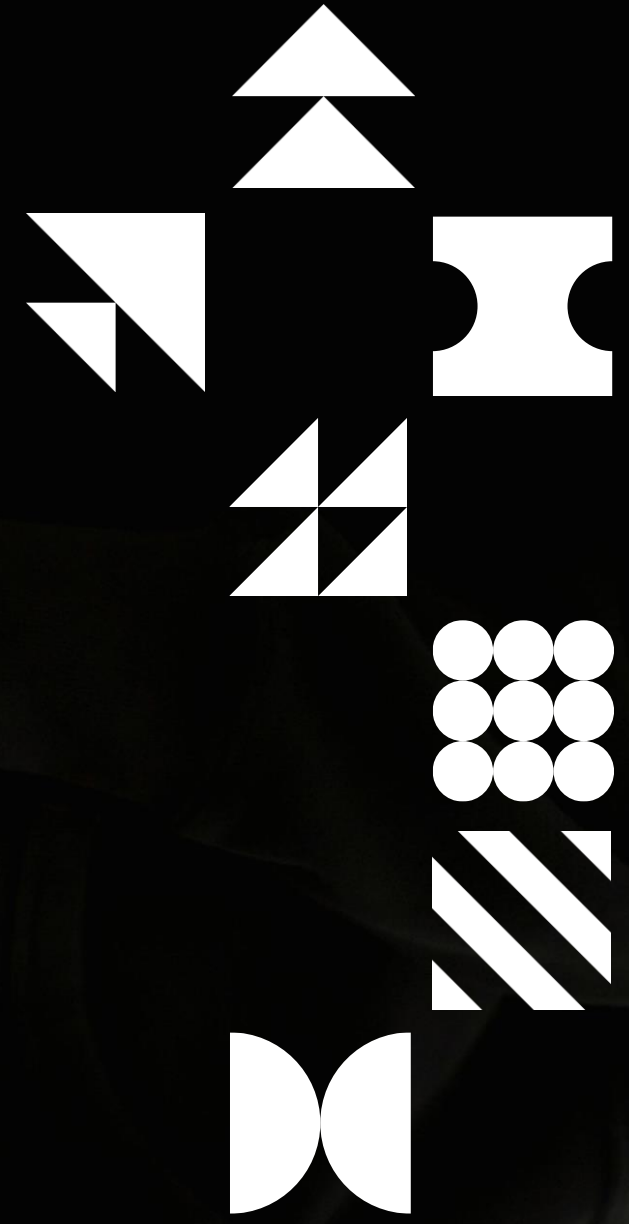
Learning Objectives

By the end of this presentation, participants should be able to:

- ❖ Understand the key principles of data driven decision making
- ❖ Learn practical applications and tools for implementing data driven decisions in digital project management.
- ❖ Understand and implement the concept of data literacy in every organization.

“In God we trust. All others must bring data”

DR. W. EDWARDS DEMING
FATHER OF QUALITY CONTROL



Current Statistics

93%

Of companies report improved decision making as a result of implementing data analytics

-PwC

15%

Costs can be reduced by using data analytics

- Deloitte

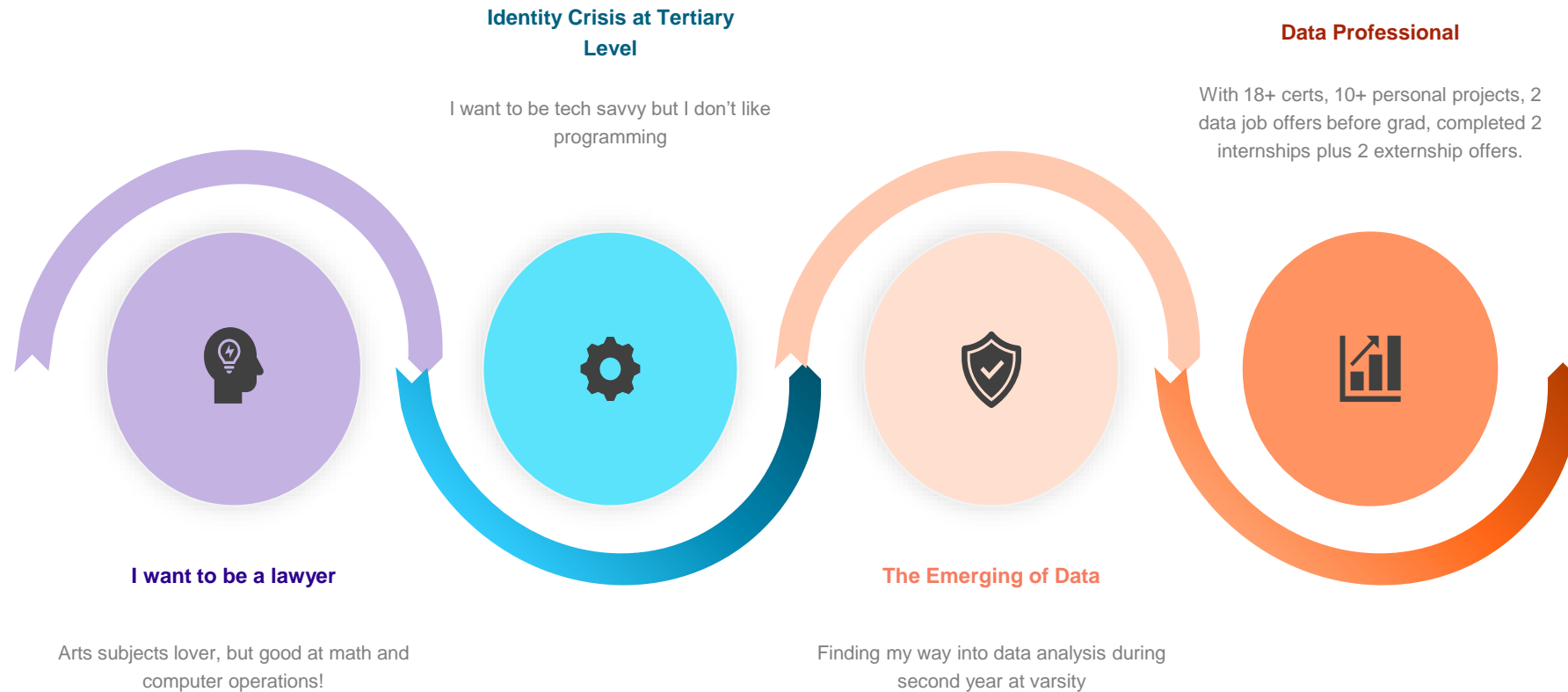
30%

Data analytics can improve project delivery by 30%

- KPMG

From a Law enthusiast to Data Professional

My Journey to a Career in Data



Data Driven Decision Making in Digital Project Management



Key Terms

- ❖ Data
- ❖ Digital Project
- ❖ Data Driven Decision Making
- ❖ Data Literacy



Data is the new oil, and analytics is the refinery that turns it into valuable insights



- Quote by Dean Wampler

IBM's engineering lead



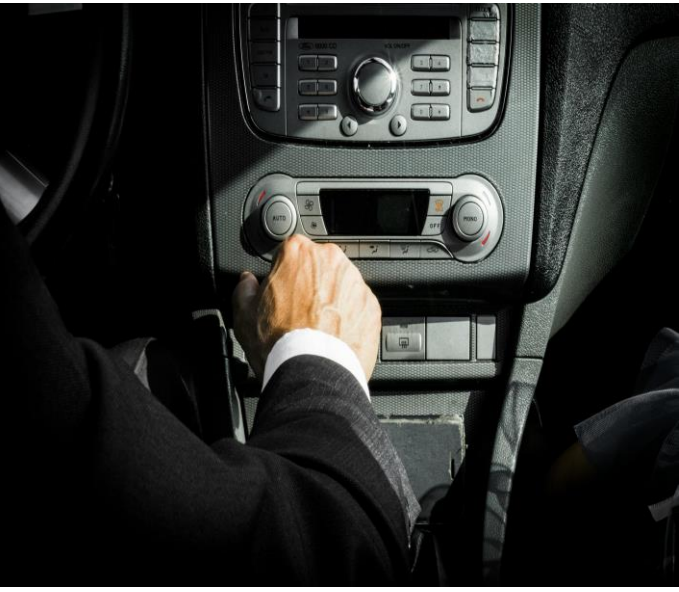
Data Driven Decision making: Practical Example

DATA



+

PM



=

DECISIONS





Incorporating Data Analysis in Project implementation

- ❖ Identify business objectives (major KPIs)
- ❖ Collect Data
- ❖ Organize and analyze data
- ❖ Draw insights and make decisions

Data Analysis Live in Action!!

www.menti.com

Code:



Using Data Visualization Tools in Project Management

Examples of tools we can use:

- ❖ [Python](#)
- ❖ [Power bi](#)
- ❖ [Tableau](#)
- ❖ Microsoft Excel



Netflix

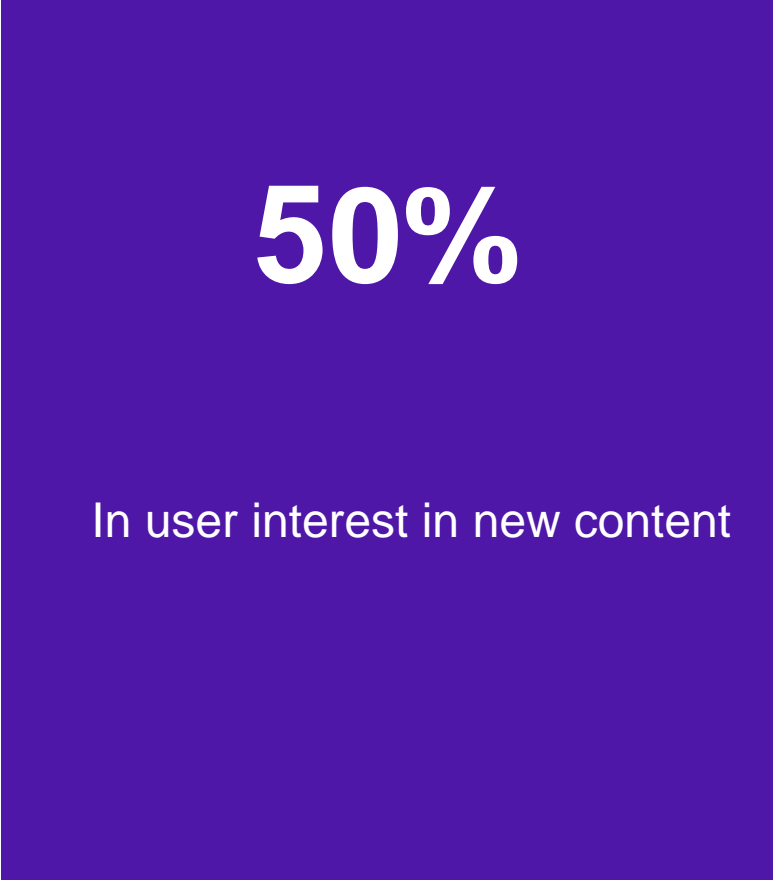
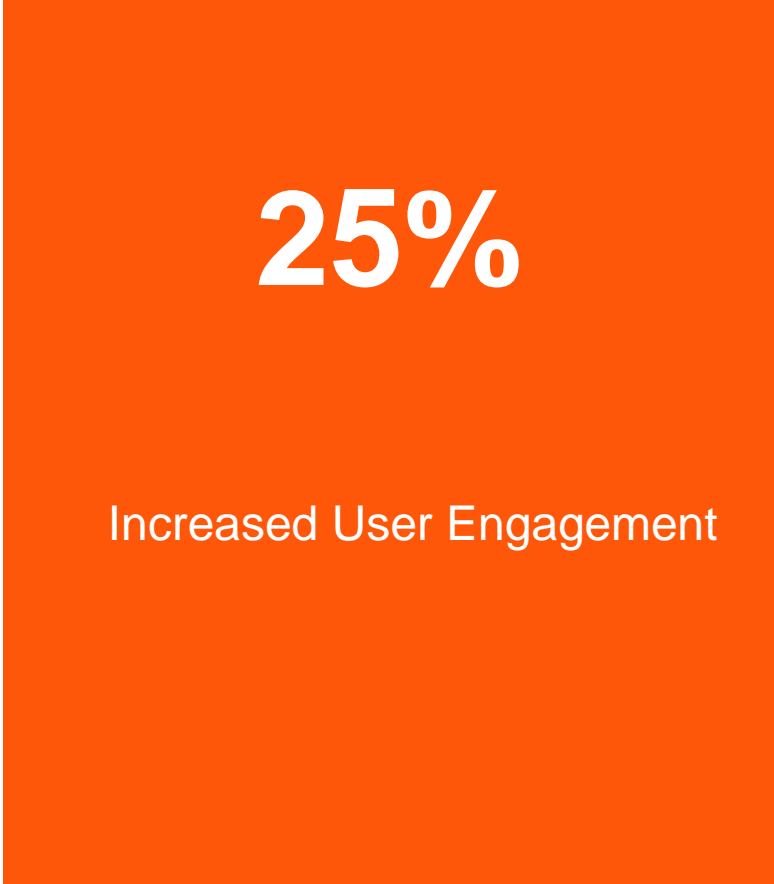
Implementation of Data Driven Decision Making in Recommendation System

<https://netflixtechblog.com/>



Project Success Story

<https://www.netflix.com/research>





Main Concerns when implementing data driven decision making: Netflix

- ❖ Data Quality
- ❖ Explainability
- ❖ Privacy

<https://netflixtechblog.com/>



Guidelines of handling common challenges in data analytics

- ❖ Promote Data Literacy
- ❖ Data Governance Implementation
- ❖ Keeping up with emerging trends

Ethical Considerations when dealing with data

- ✓ Fairness and equity
- ✓ Data Privacy and security
- ✓ Algorithmic Bias
- ✓ Human Oversight



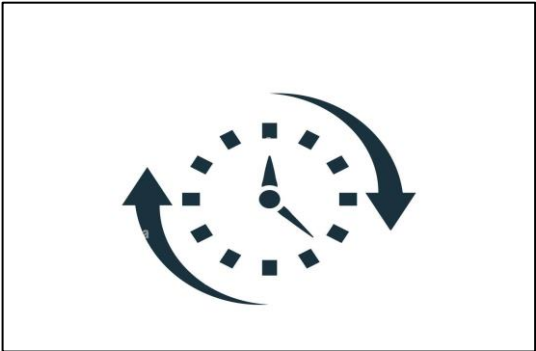
Final Thoughts: The future of sustainable data driven decision making in digital project management



Data Privacy



Improved automation



Real time Insights

Call to Action: Start Practicing Data Driven Decision making in your career today!

Top YouTube Channels

- ❑ freeCodeCamp
- ❑ Edureka
- ❑ Krish Naik
- ❑ Codebasics
- ❑ Simplilearn
- ❑ Alex the Analyst
- ❑ StatQuest with Josh Starmer

Top Data Articles

- ❑ [Data-Driven? Think again](#)
- ❑ [What is Decision Intelligence?](#)
- ❑ [Statistics for people in a hurry](#)
- ❑ [What's the difference between analytics and statistics?](#)
- ❑ [Pay attention to that man behind the curtain](#)
- ❑ [AI: Do stupid things faster with more energy!](#)

Key Takeaways





**Project
Management
Institute.**
Zimbabwe

THANK YOU

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