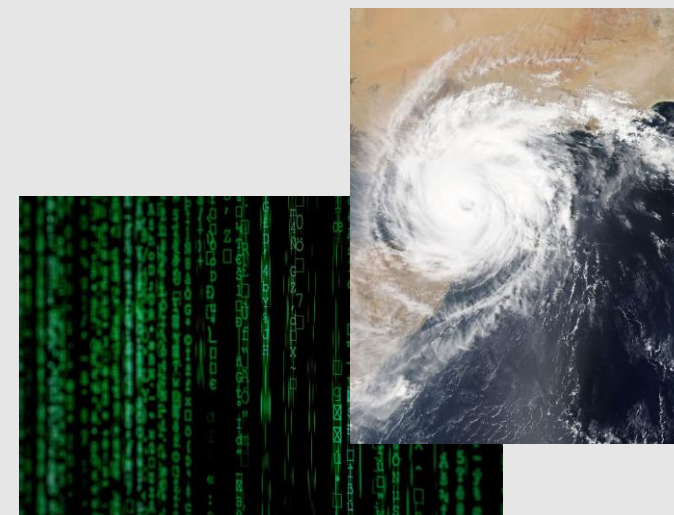
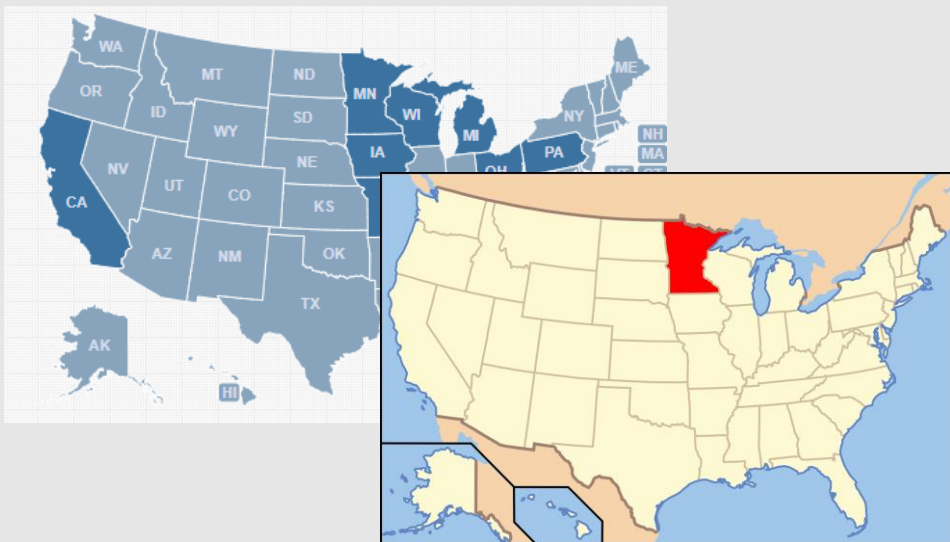


10 Tips to Leverage Data Better and Make Better Products

Dave Mathias

Download presentation @ <https://tinyurl.com/pcampon21-davem>

About me





Tip 1: Understand
your market



Tip 2: Understand
your customer's
experience



Tip 3: Understand
your blind spots



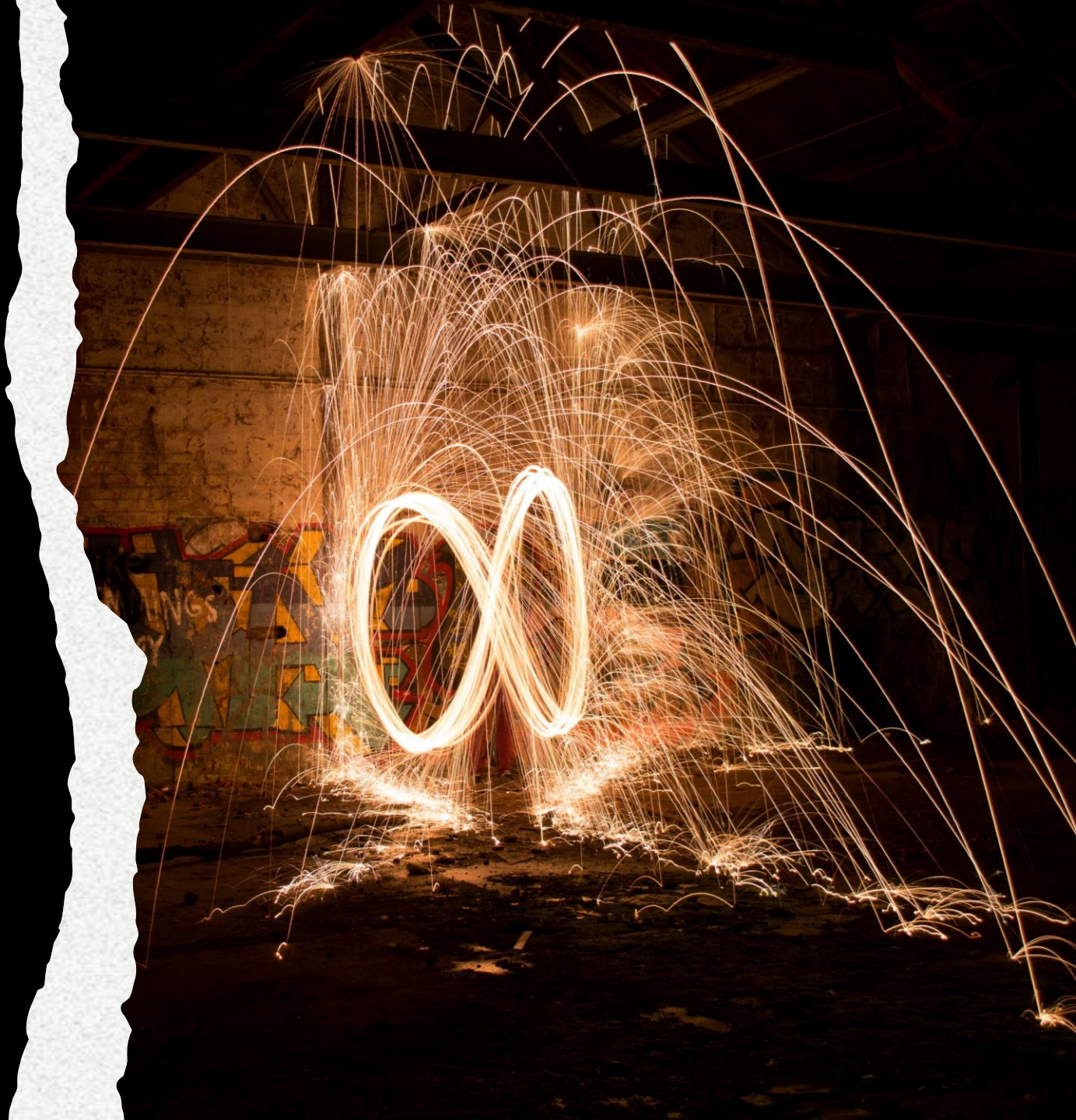
Tip 4: Understand
your baselines

Tip 5: Trust is built
by having and
following principles



Tip 6: Trust is built by
being data informed,
not data driven

Tip 7: Trust is
built by playing
an infinite game





Tip 8:
Communicate with
metrics and targets



Tip 9: Communicate with stories

Get my FREE Data Storyteller Playbook @ tinyurl.com/btd-dsp



Tip 10:
Communicate
leveraging visuals

10 Tips to Leverage Data Better and Make Better Products

1. Understand your market
2. Understand your customer's experience
3. Understand your blind spots
4. Understand your baselines
5. Trust is built by having and following principles
6. Trust is built by being data informed, not data driven
7. Trust is built by playing an infinite game
8. Communicate with metrics and targets
9. Communicate with stories
10. Communicate leveraging visuals

Always keep learning and here are a few recommendations

- **Blogs:** Farnam Street, Lucky Maverick substack
- **Books:** Infonomics, Thinking in Bets, How to Lie With Statistics
- **Podcasts:** More or Less, Freakonomics, Akimbo, Econtalk



Source: Pixabay

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