

# Data driven

## Definitie

Data driven is a characteristic of an approach in which decisions, insights, and actions are based on data.

## Note

The opposite of a data driven approach is that decisions are based on intuition, gut feelings, or opinions.

The availability of large volumes of data and advancements in data analysis techniques, such as artificial intelligence and machine learning, have made it increasingly important and feasible to adopt a data-driven approach to improve decision-making.

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