




Data Got You Frazzled?

Three pain points experienced by business leaders and what to do about them.

No Return on the Data Investment?



THERE ARE PLENTY OF REASONS why CEOs defer their data systems and analytics to others in their organizations...but this could be a big mistake.

If you aren't
**TURNING DATA
INTO MONEY,**
you're missing out.

Chances are, your data and analytics systems have proven to be a **huge investment**.

But somewhere along the way, the ROI on that investment has eluded you.

Toying with Data?

(or perhaps, they are toying with you)

It's not as bad as you think it is. Somewhere along the way, you became convinced that data was this elusive thing that only makes sense to the "geeks."

Data insights, visualization, and data analytics (DIVA) are the best tools for understanding your customers and what they want from you.



So, what do you want from your data?

If you learn how to better communicate with your data team, you'll start seeing a return on your data investment.

Left Holding the Bag?

This isn't a snipe hunt.

No one is trying to pull the wool over your eyes. And to use a third metaphor, data analytics isn't a 21st century version of *The Emperor's New Clothes*.

Honest.

Let's get rid of that feeling as if you were left "holding the bag."



**Speak data: the language
of your customers.**

From Frazzled to Chill



You've
got
data



We've
got
solutions

Be a DIVA...

...an expert in
Data
Insights,
Visualization, and
Analytics.

I am passionate about helping executives - just like you - use their data to not only compete on analytics but to also dominate their markets with analytics, *turning data into money.*



Tara Kenyon, PhD

C'mon! Let's have some fun!

DIVA

Data

Insights | **V**isualization | **A**nalytics



Turn Data into Money



By Optimizing
DIVA

Data Insights | Visualization | Analytics

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