



Michael Quagliarello
Software Architect
Emque

Information Overload or Decision-Making Data?

Often in the minutest detail, the volume of data available bombards us daily throughout our personal as well as business lives. Data is captured, quantified and reviewed to make decisions everywhere we look, whether at a management review or listening to the announcer of a ballgame quoting statistics.

Are we getting numb to it? We all are aware that companies that use data-driven decision making are more productive and more profitable. So, why do we feel overwhelmed?

Perhaps it's not the volume—but rather the presentation.

Options available for viewing data increases as the volume we receive multiplies. Now consider, does a 'one page' report work for you or do you need more details? Do you need color, a graphic presentation or charts and columns to understand issues and trends in your business or job analytics?

The latest technology trend is to provide the 'business intelligence' in a dashboard format. This format offers a quick view of many statistics in a single screen presentation.

Whatever helps you to understand the meaning of the data, create a template or ask your IT expert to create one that works well for you and your decision-makers. Without timely decision making, you will fall behind in this ultrafast-paced competitive world. ■

