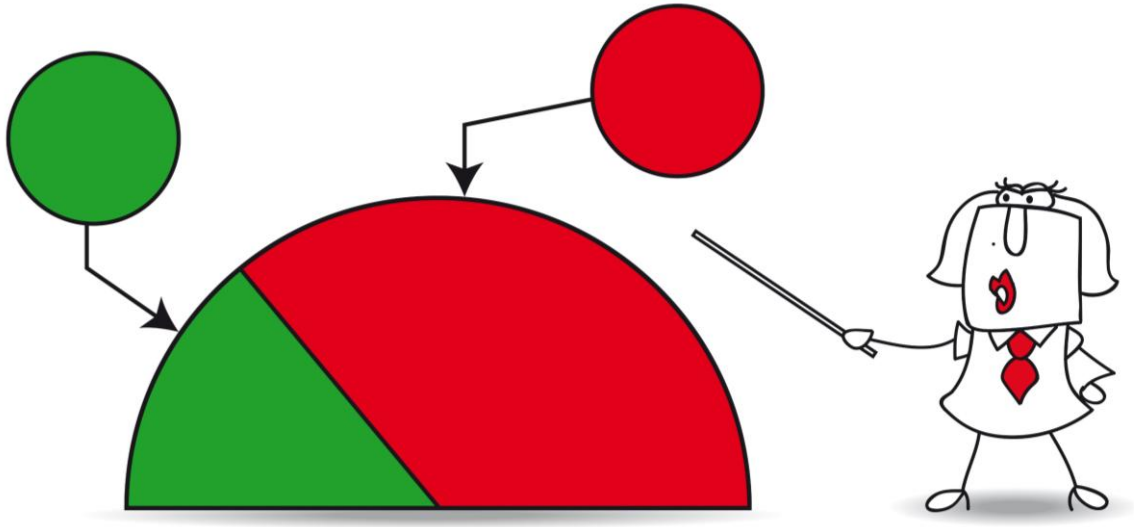
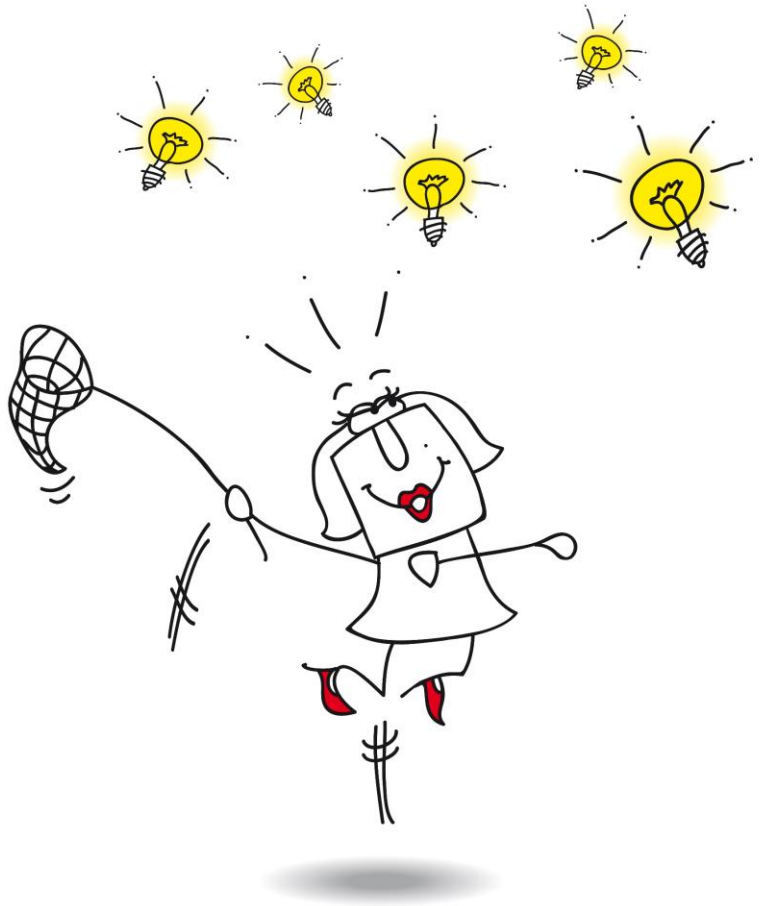
From data to valuable insight

Data VS Insights





What's the difference between data and insights?

Data VS Insights

About the past



About the future

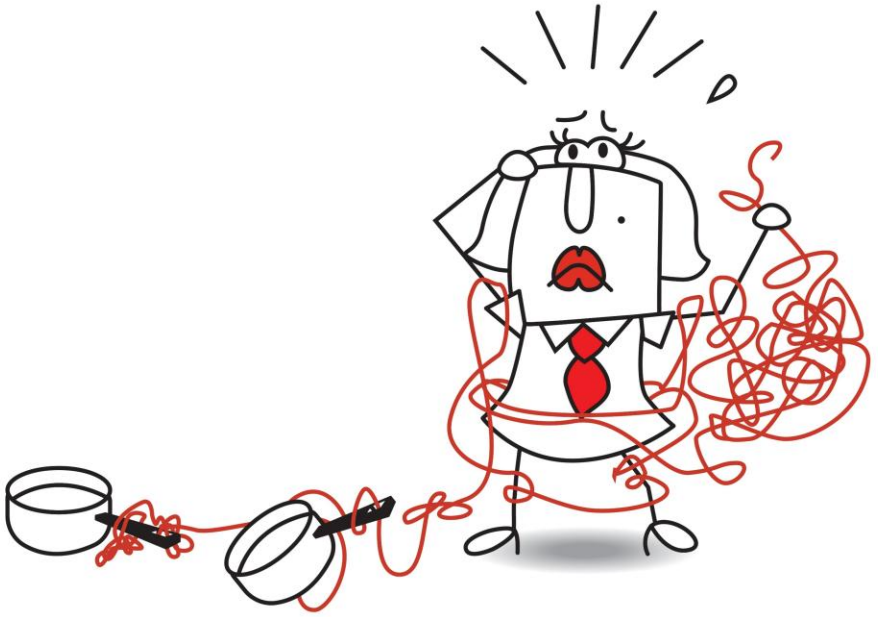


Data VS Insights

Easy to find



Hard to find

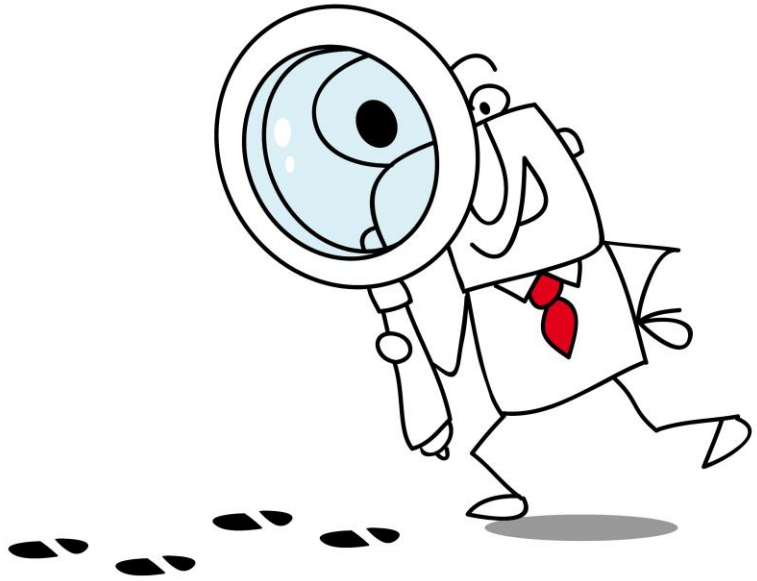


Data VS Insights

Tell what happened



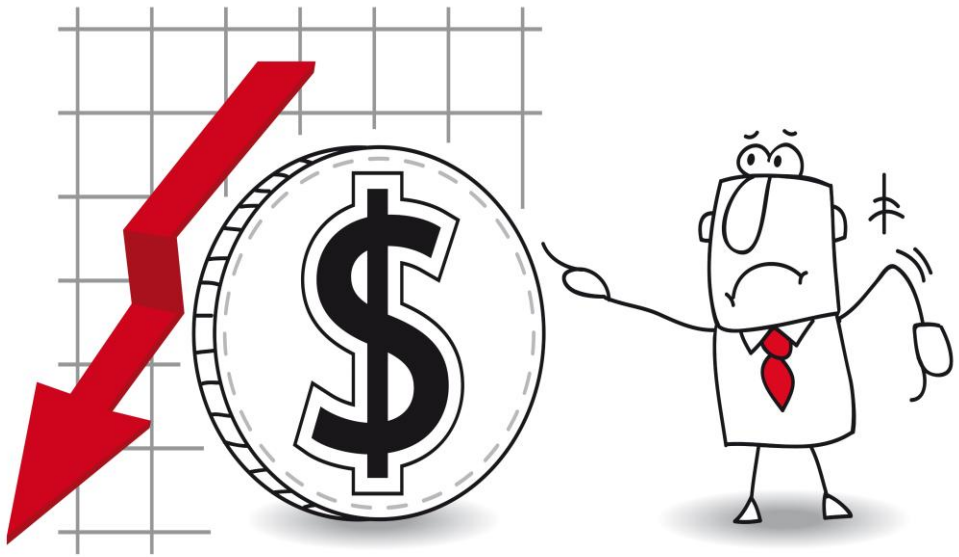
Telling why it happened



2D.point
SPEAK DATA

Data VS Insights

Outcome

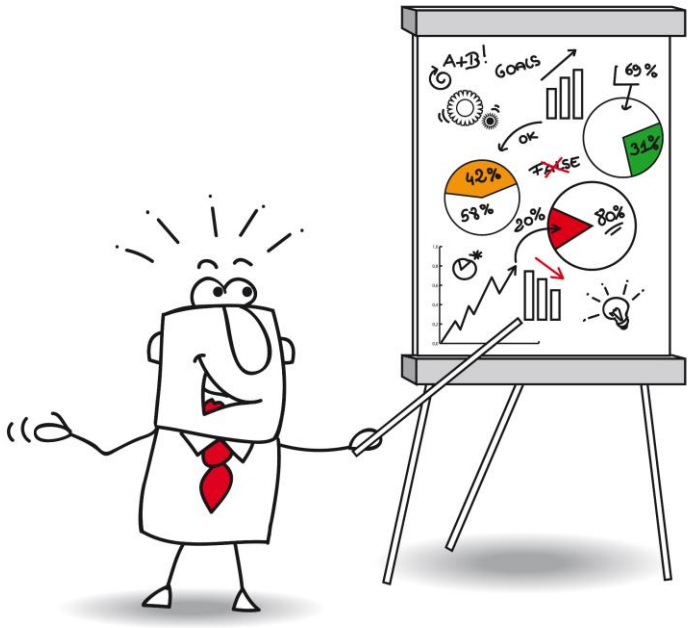


Income



Data VS Insights

Reporting



Recommendation



Data VS Insights

Interests the presenter



Interests the decision-maker



From data to valuable insight

