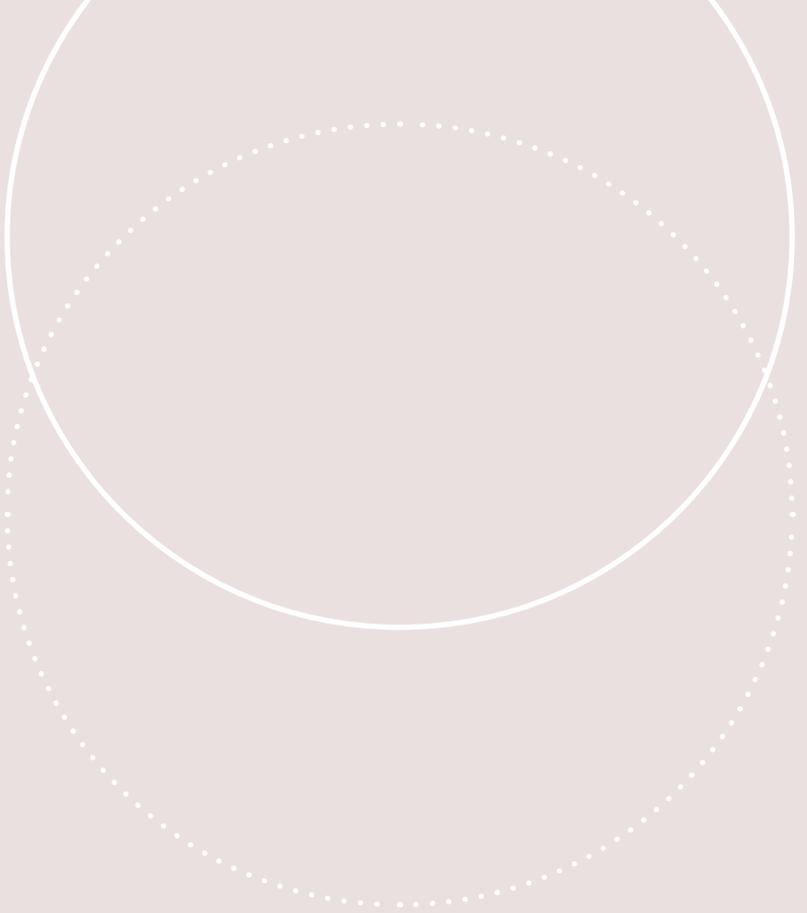


# LEVERAGING DATA

## FOR STRATEGIC DECISION-MAKING

Transforming raw data into actionable insights is not just a trend; **it's a necessity for sustainable growth and competitive advantage.**



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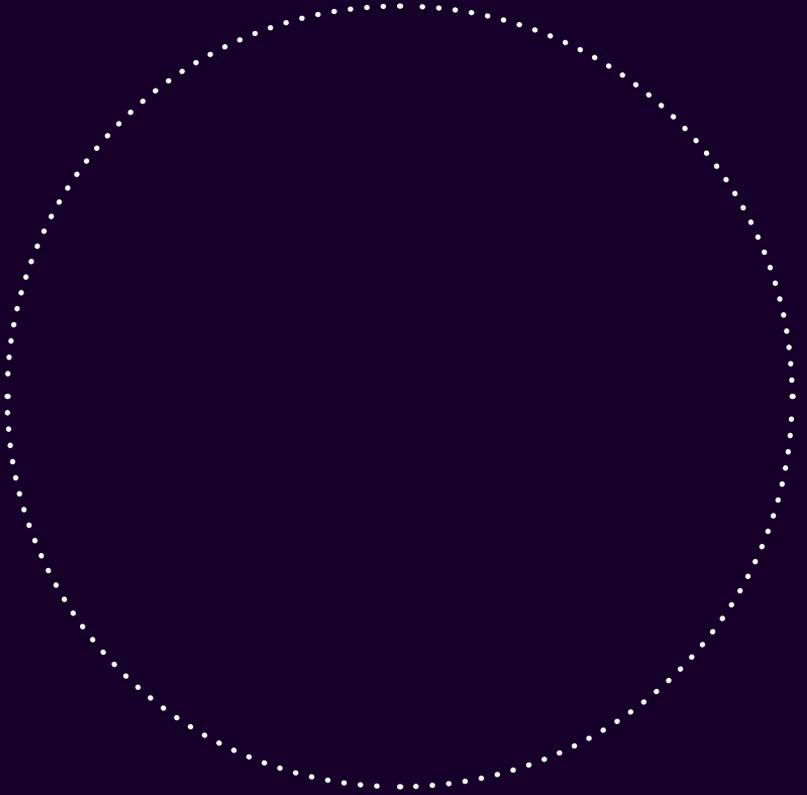
# INTRODUCTION

In an era where information is the new currency, the ability to harness and analyze data can make or break a business. As competition intensifies and market dynamics evolve, companies that leverage data-driven strategies are positioned to lead the pack.

TRANSFORMING RAW DATA INTO ACTIONABLE INSIGHTS IS NOT JUST A TREND; **IT'S A NECESSITY FOR SUSTAINABLE GROWTH AND COMPETITIVE ADVANTAGE.**

Leveraging data for strategic decision-making involves several critical stages. It begins with data collection, where relevant and accurate data is gathered from various sources such as surveys, customer interactions, and market analysis. This data is then subjected to data processing, which involves cleaning, integrating, and transforming it into a usable format. Combining internal data with external data sources can provide a more comprehensive view and enhance decision-making.





The next stage is analyzing data for insights, where advanced algorithms and analytics techniques are applied to identify patterns, predict outcomes, and derive actionable insights. These insights are then used to develop data-driven strategies, converting them into actionable plans that optimize operations, enhance customer experiences, and drive growth.

This white paper aims to educate sales leaders and C-level executives on the importance of leveraging data for strategic decision-making and how it can drive growth and profitability. By following this structured approach, organizations can navigate the complexities of today's business environment and achieve sustainable success.

● This white paper is brought to you by 180ops. For more information about 180ops, see the "About 180ops" section at the end of this document.

# INTRODUCTION



# DATA COLLECTION

Collecting relevant and accurate data is the first step towards making informed strategic decisions. Various methods can be employed to gather data, including:

- **Surveys and Questionnaires** Gathering customer feedback and preferences.
- **Interviews** In-depth discussions with key stakeholders.
- **Web Analytics** Tracking website traffic and user behavior.
- **Social Media Monitoring** Analyzing trends and sentiments on social platforms.
- **CRM Systems** Collecting and storing customer interaction data.
- **Sales Conversations** Recording and analyzing conversations between sales representatives and customers.
- **Customer Service Interactions** Capturing data from customer service interactions to understand common issues and customer needs.
- **Other Customer Communications** Emails, chats, and other communications that provide insights into customer concerns and feedback.

Each method provides unique insights and helps build a comprehensive understanding of the market, customer behavior, and internal performance.



**TYPES OF DATA**  
RELEVANT FOR  
STRATEGIC  
DECISIONS

- **Customer Data** This includes demographics, purchase history, preferences, and feedback. Understanding customer needs and behaviors is vital for tailoring products and services.
- **Market Data** Trends, competitive analysis, and market share data help understand the external environment and effectively position the company.
- **Operational Data** This encompasses sales performance, inventory levels, and supply chain efficiency, which are crucial for operational optimization.
- **Financial Data** Revenue, costs, profits, and ROI data provide insights into a company's financial health and performance.



# DATA PROCESSING

Once data is collected, it must be processed to make it useful for decision-making. This involves:

- **Cleaning the Data** Removing inaccuracies and inconsistencies to ensure reliability.
- **Integrating Data from Different Sources** Combining data from various systems to get a holistic view.
- **Transforming Data into a Usable Format** Structuring the data for analysis.

Tools such as data warehouses, ETL (Extract, Transform, Load) processes, and data lakes are essential for effective data processing.

## DATA CLEANING AND PREPARATION

Data cleaning involves correcting or removing inaccurate records, filling in missing values, and standardizing data formats. Data preparation includes aggregating data, creating new variables, and structuring data for analysis. These steps ensure the data's accuracy and reliability.

## ALGORITHMS FOR ANALYZING LARGE DATASETS

Advanced algorithms, such as machine learning models and statistical methods, are used to analyze large datasets. These algorithms can identify patterns, predict outcomes, and uncover insights that are not immediately apparent. For instance, clustering algorithms can segment customers based on behavior, while regression models can predict sales trends.



# COMBINING INTERNAL AND EXTERNAL DATA FOR BETTER RESULTS

Integrating internal and external data sources provides a more comprehensive view and enhances decision-making. Internal data offers insights into company performance and customer interactions, while external data adds context about the market, competitors, and broader economic trends.

## TYPES OF EXTERNAL DATA TO INTEGRATE

- **Market Trends** Industry reports, economic indicators, and market research.
- **Competitor Data** Competitive analysis, market share, and benchmarking.
- **Social and Demographic Data** Census data, social media trends, and demographic statistics.
- **Environmental Data** Weather patterns, regulatory changes, and geopolitical events.



## A CASE EXAMPLE **COMBINING INTERNAL AND EXTERNAL DATA FOR BETTER MARKET SHARE**

A tech company sought to refine its product development strategy by combining internal sales data with external market trends and competitor analysis. The objective was to better understand market demands and competitive offerings to innovate effectively and maintain a competitive edge.

**STEP 1** **Data Collection** The company began by collecting extensive internal data, including sales performance, customer feedback, and product usage statistics. They also gathered external data from industry reports, competitor benchmarks, and market trend analyses. This combination of internal and external data provided a holistic view of the market landscape and internal performance metrics.

**STEP 2** **Data Integration and Processing** Next, the company utilized advanced data integration tools to merge these diverse datasets. This involved standardizing data formats, ensuring data quality, and creating a unified data repository. The integration process allowed the company to draw correlations between internal performance metrics and external market conditions.

**STEP 3** **Data Analysis** Using sophisticated algorithms and analytics tools, the company analyzed the integrated data to identify patterns and insights. For example, they discovered that



certain features of their products were highly valued by customers, as indicated by both sales data and positive feedback. They also identified emerging market trends that suggested a growing demand for specific types of technology solutions.

**STEP 4 Strategic Insights and Actionable Plans** The analysis revealed several key insights:

- **High-Value Features:** The company identified which product features were most appreciated by customers and which needed improvement.
- **Market Opportunities:** External data highlighted new market segments showing increased demand for innovative solutions.
- **Competitive Positioning:** By benchmarking against competitors, the company identified areas where they could differentiate their offerings.

**STEP 5 Implementation of Data-Driven Strategies** Based on these insights, the company made strategic adjustments to its product development roadmap. They prioritized enhancements to high-value features and developed new products tailored to emerging market demands. Marketing campaigns were also refined to highlight the unique strengths of their offerings compared to competitors.



## RESULTS

This data-driven approach resulted in significant business improvements. Within a year, the company saw a 30% increase in market share. The new products and features were well-received, leading to higher customer satisfaction and increased sales. The company's ability to innovate based on comprehensive data insights allowed it to stay ahead of competitors and capitalize on new market opportunities.

## CHALLENGES AND SOLUTIONS

Combining internal and external data can be challenging due to differences in data formats, quality, and sources. Solutions include:

- **Data Standardization** Ensuring consistency in data formats and definitions.
- **Data Integration Tools** Utilizing advanced tools to merge and analyze data from multiple sources.
- **Data Governance** Implementing policies to maintain data quality and integrity.



# ANALYZING DATA FOR INSIGHTS

There are several methods for analyzing data, including:

- **Descriptive Analytics** Summarizing past data to understand what has happened.
- **Diagnostic Analytics** Investigating why something happened.
- **Predictive Analytics** Forecasting future outcomes based on historical data.
- **Prescriptive Analytics** Recommending actions to achieve desired outcomes.

Each method serves a different purpose and provides different levels of insights.

## IDENTIFYING KEY PERFORMANCE INDICATORS (KPIs)

KPIs are metrics that help measure the success of strategic initiatives. Common KPIs include customer acquisition cost (CAC), lifetime value (LTV), conversion rate, and churn rate. Identifying the right KPIs is essential for monitoring progress and making data-driven decisions.

## A CASE EXAMPLE FROM INSIGHTS TO IMPROVED FOCUS

An organization discovered significant growth opportunities by analyzing where its revenue was coming from. Using algorithms to analyze millions of rows of data uncovered critical drivers for readiness to adopt new offerings. This process involved segmenting the market into Addressable, Obtainable, and Active markets.

The organization could identify which segments were most likely to respond to new products and services by mapping customers into current and potential value segments. They discovered that certain segments showed high-



|                           | X OFFERING / TARGET GROUP  | RESOURCE ALLOCATION AND INVESTMENTS  | IMPACT  |
|---------------------------|--|--|---|
| <b>ADDRESSABLE MARKET</b> | Highly unlikely customers. They are in an addressable market, but the product market fit is not suitable as it is                        |  | Expensive and slow marketing impact, something needs to change to move customer to obtainable markets                           |
| <b>OBTAINABLE MARKET</b>  | Potential growth customers who have the product fit, but are not actively in decision process  | X% resources support awareness and generate new demand   | Marketing has educational and inspirational purpose. The goal is to get customers' attention and move them to the active market |
| <b>ACTIVE MARKET</b>      | Own customer register and already activated customers, offering and contents that meet customer interest and demand<br><b>RIGHT NOW!</b> | X% of resources influence customers who are already interested and can be steered along adoption pathway | Strong and rapid marketing impact   |



er readiness due to specific market conditions, such as emerging technological trends and economic shifts.

By focusing on these high-value segments and tailoring their strategies accordingly, the organization could prioritize marketing and sales efforts more effectively, leading to increased adoption rates and higher revenue growth. This data-driven approach also revealed new insights into customer behaviors and preferences, enabling the company to refine its value propositions and enhance customer engagement strategies.



# IMPLEMENTING DATA-DRIVEN STRATEGIES

## Converting Insights into Actionable Strategies

Data-driven strategies are developed by converting insights into actionable plans. This involves:

- **Identifying Growth Opportunities** Using data to spot new market trends and customer needs.
- **Optimizing Operations** Streamlining processes based on data insights to improve efficiency and reduce costs.
- **Enhancing Customer Experiences** Personalizing interactions and offerings to meet customer expectations.

For example, a company identified an underperforming market segment and designed a targeted marketing campaign to address this issue, which improved sales.

### A CASE EXAMPLE IMPLEMENTING DATA-DRIVEN STRATEGY IN RETAIL

A leading retailer successfully utilized data to drive significant improvements in its business strategy. The retailer aimed to increase sales and customer satisfaction by leveraging customer data and market insights.



**CUSTOMER  
SEGMENTATION**

The retailer started by analyzing purchase history and customer preferences to identify critical segments within its customer base. This analysis revealed distinct groups with unique buying behaviors and preferences. For instance, one segment consisted of frequent buyers who preferred premium products, while another included occasional shoppers looking for discounts.

**TAILORED  
MARKETING  
STRATEGIES**  
SEGMENTATION

The retailer developed targeted marketing strategies for each group based on the segmentation. For the premium segment, they introduced personalized offers and exclusive previews of new products. For the discount-seeking segment, they designed promotional campaigns highlighting special deals and limited-time offers.

**ENHANCING  
CUSTOMER  
EXPERIENCE**

The retailer also focused on enhancing the overall customer experience. By integrating customer feedback and satisfaction data, they identified areas for improvement in their service delivery. This led to the implementation of faster checkout processes, improved in-store assistance, and enhanced online shopping features.

**MEASURABLE  
RESULTS**

The data-driven approach yielded impressive results. Within a year, the retailer experienced a 20% increase in sales and a 15% improvement in customer satisfaction. The targeted marketing strategies led to higher engagement rates



and better customer retention. Additionally, the improvements in customer experience contributed to positive word-of-mouth and increased customer loyalty.

## LESSONS LEARNED

This example illustrates the power of leveraging data for strategic decision-making. The retailer's success was driven by a deep understanding of customer needs, tailored marketing efforts, and a commitment to enhancing the customer experience. The retailer maintained a competitive edge in the market by continually analyzing data and adapting their strategies.

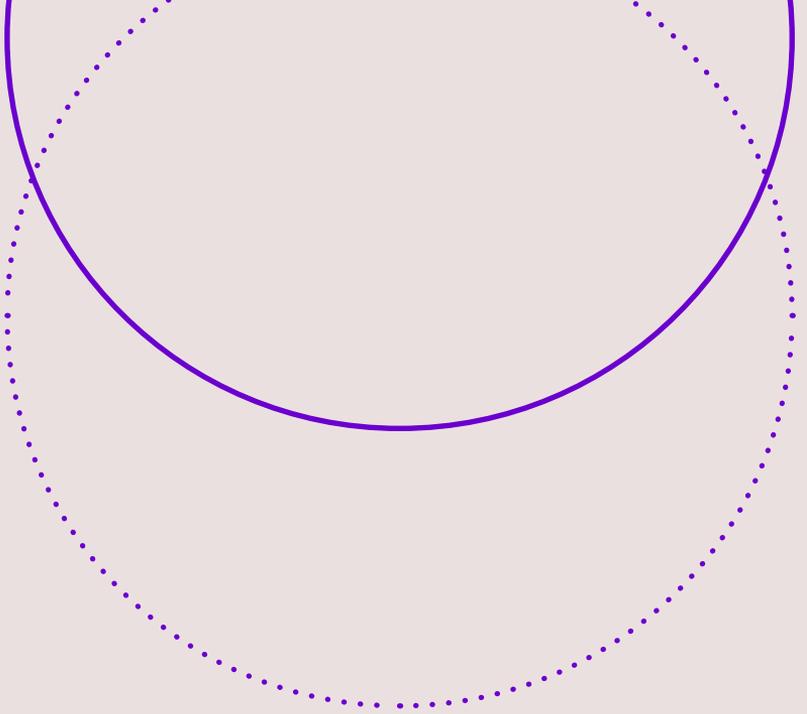
## CHALLENGES AND SOLUTIONS IN DATA-DRIVEN DECISION-MAKING

While data-driven decision-making offers many benefits, it also presents challenges. These include:

- **Data Quality Issues** Ensuring data accuracy and completeness.
- **Integrating Data from Multiple Sources** Combining data from different systems can be complex.
- **Ensuring Data Privacy and Security** Protecting sensitive information is critical.

Solutions involve investing in robust data management systems, implementing data governance practices, and fostering a data-driven culture within the organization.





# CONCLUSION

Leveraging data for strategic decision-making is essential for modern businesses. Organizations can gain valuable insights and develop effective strategies by collecting, processing, and analyzing data.

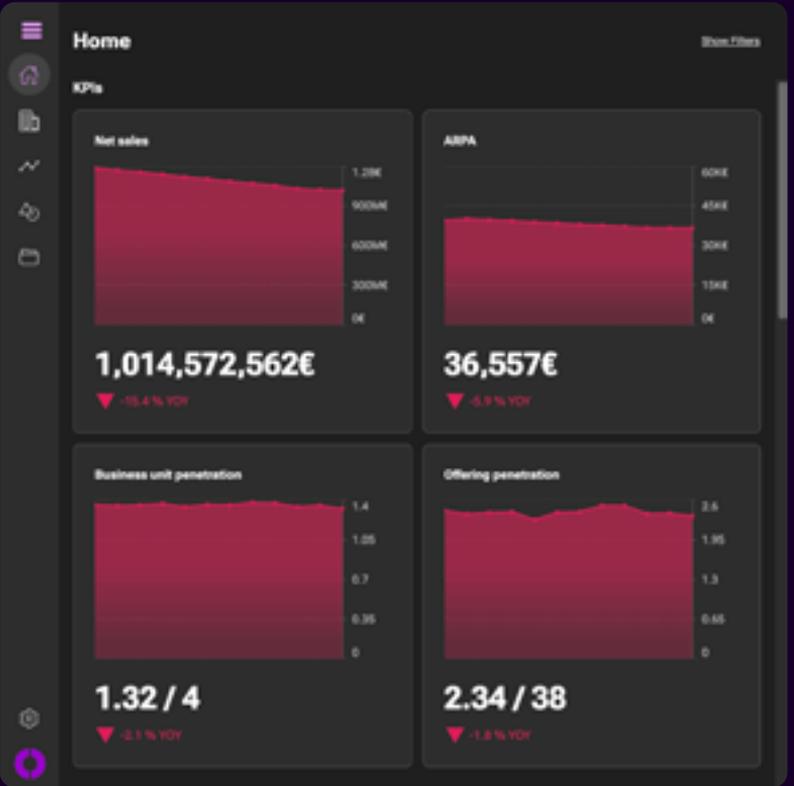
## FUTURE TRENDS IN DATA-DRIVEN DECISION- MAKING

Emerging technologies, such as artificial intelligence and machine learning (which we will explore in depth in an upcoming white paper), will continue to enhance data-driven decision-making. These technologies will enable more accurate predictions and real-time insights, further driving business success.

## FINAL THOUGHTS

Organizations that successfully leverage data for strategic decision-making will be better positioned to navigate the complexities of today's business environment and achieve sustainable growth.





180ops is the creator of 180ops revenue intelligence platform, built on account-based customer data, that empowers B2B businesses to accelerate growth and boost profitability. By harnessing the power of artificial intelligence and advanced analytics, 180ops analyzes and interprets data to unlock actionable insights, optimize sales processes, and drive revenue and profit generation. With 180ops, businesses gain a comprehensive understanding of their customers, identify new opportunities, and make data-driven decisions that fuel success.

# ABOUT 180OPS



# ABOUT 180OPS

180ops integrates with critical CRM, marketing, sales, customer service, analytics, financial systems, and key external data sources. Using AI and ML, 180ops accurately forecasts crucial Key Performance Indicators (KPIs), such as sales projections, customer churn rate, market potential, and market pulse. These insights empower our customers to strategize effectively, align marketing efforts, and enhance customer engagement.

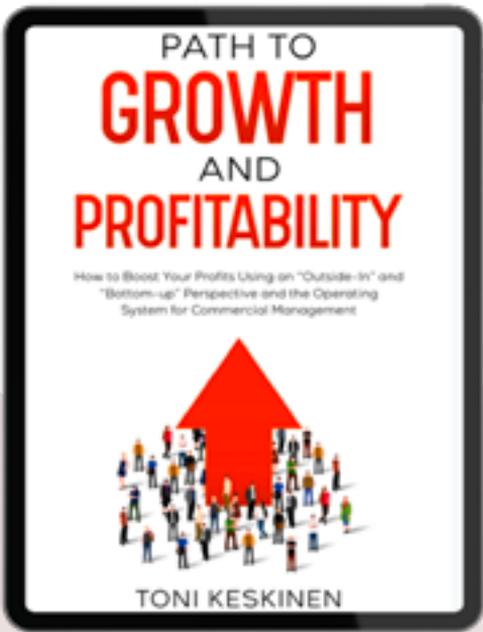
We have a proven track record of helping organizations significantly improve their revenue performance across various industries. From enhancing customer segmentation and targeting to optimizing sales strate-

gies and forecasting accuracy, our solutions have driven tangible business outcomes for our clients.

We are committed to continuous innovation, constantly evolving our solutions to meet our clients' changing needs. By staying at the forefront of technological advancements in AI and data analytics, we ensure our clients always have access to cutting-edge tools and insights. 180ops was awarded with 'The Most Innovative New Business Software' by Corporate LiveWire in August 2024.

For more information about 180ops and our offerings, please visit our website or contact our team.





This whitepaper is based on 180ops co-founder, Chief Product Officer Toni Keskinen’s book *Path to Growth and Profitability – How to Boost Your Profits Using an “Outside-In” and “Bottom-Up” Perspective and the Operating System for Commercial Management*, from 2023.

This is what Hanna Kivelä, CEO of Fujitsu Finland says about the book:

**“This is a must read for any modern executive, for understanding how to define and execute a strong, data-driven, customer centric commercial strategy. Toni’s personal hands-on experience and passion with several customer cases comes alive in this book, and will help you in shifting gears to focused growth and profitability...”**

# WE WROTE THE BOOK ABOUT IT

You can read the excerpt of [the book here](#) or order your own copy from [Amazon here](#).



# ADDITIONAL RESOURCES

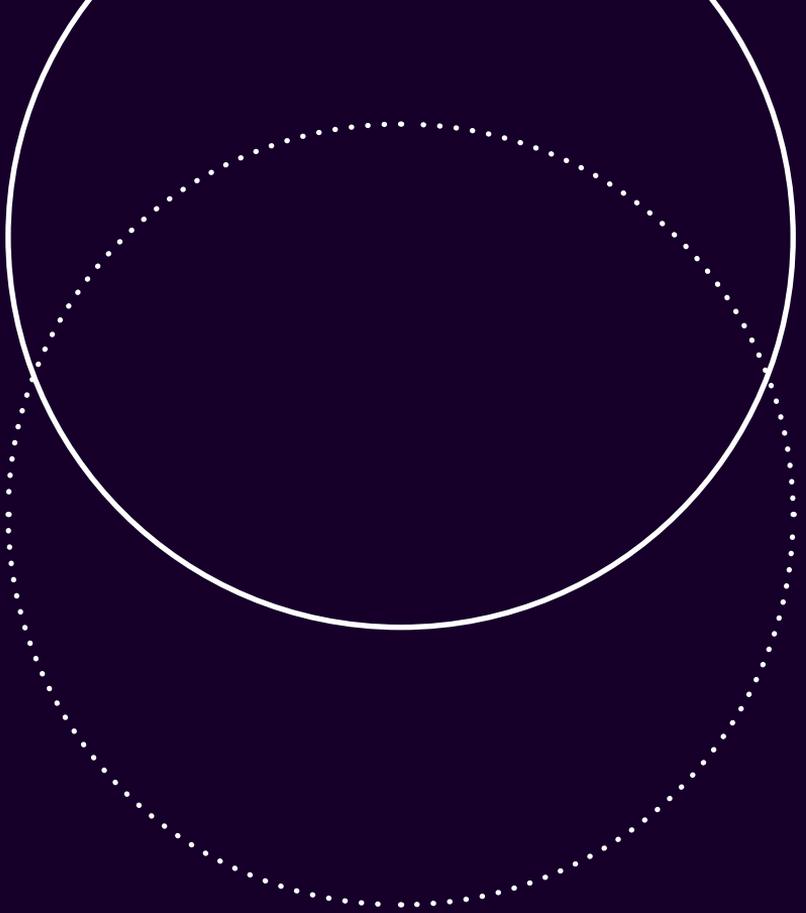
To learn more about revenue intelligence, RevOps and the 180ops platform, check out the following:

White papers and professional [resources](#) on 180ops website.

[CRO digest LinkedIn newsletter](#) – Best practices, tech & real talk about revenue from 180ops – your B2B revenue intelligence platform from the Nordics.

[180ops website](#) – product and solution details, our blog, and demo.





## Illustrations

1. **Data Collection Methods Diagram:** A visual representation of various data collection methods (surveys, web analytics, CRM systems).
2. **Data Processing Flowchart:** A flowchart illustrating the steps in data processing from collection to preparation.
3. **Algorithm Applications Chart:** A chart showing different algorithms used in data analysis and their applications.
4. **KPI Dashboard Example:** A sample dashboard displaying key performance indicators.
5. **Case Study Visualization**

