ATLAS | KPI

Data Driven Decisions: The 3Ds Philosophy

*"People who embrace not just technology, but the access and availability of data, and use it to solve very meaty, specific business problems are very much **empowered**. They're a whole lot smarter about decisions and **better able to drive business impact**."*
- Blair Linville, CEO of Tectonic Data Analytics

As a business owner, your objective should be to *utilize real data* to guide your decision making process. The 3Ds philosophy is a fundamental component of business intelligence initiatives in many of the world's leading organizations and a core value at AtlasKPI™.

Each business decision (such as a new investment, commission plan, marketing campaign, etc.) *must be supported* by existing data or tie with a key performance indicator (KPI). Basing decisions on data also enables you to measure the subsequent result or outcome of this decision. Additionally, this process allows you to set measurable targets.

The following are some sample questions that you may typically have in running your practice. By evaluating the AtlasKPI™ dashboard, use your business data to guide your decision.

- ➢ Should I hire another nurse to increase Botox revenue?
- ➢ Where can I reduce expenses to increase my profitability?
- ➢ Should I buy another Coolsculpting machine?
- ➢ Should I extend my business operating hours?
- ➢ Is it worth opening a second location?

The 3Ds philosophy is a proven game changer in business performance. A study by the Sloan School of Business determined that corporations that utilize the 3Ds philosophy experienced a *"6% increase in productivity and output"*, over those that did not use data driven decisions.

REMEMBER – Without Data It's Just Another Opinion!!

For More information visit us on the web:
www. AtlasKPI.com