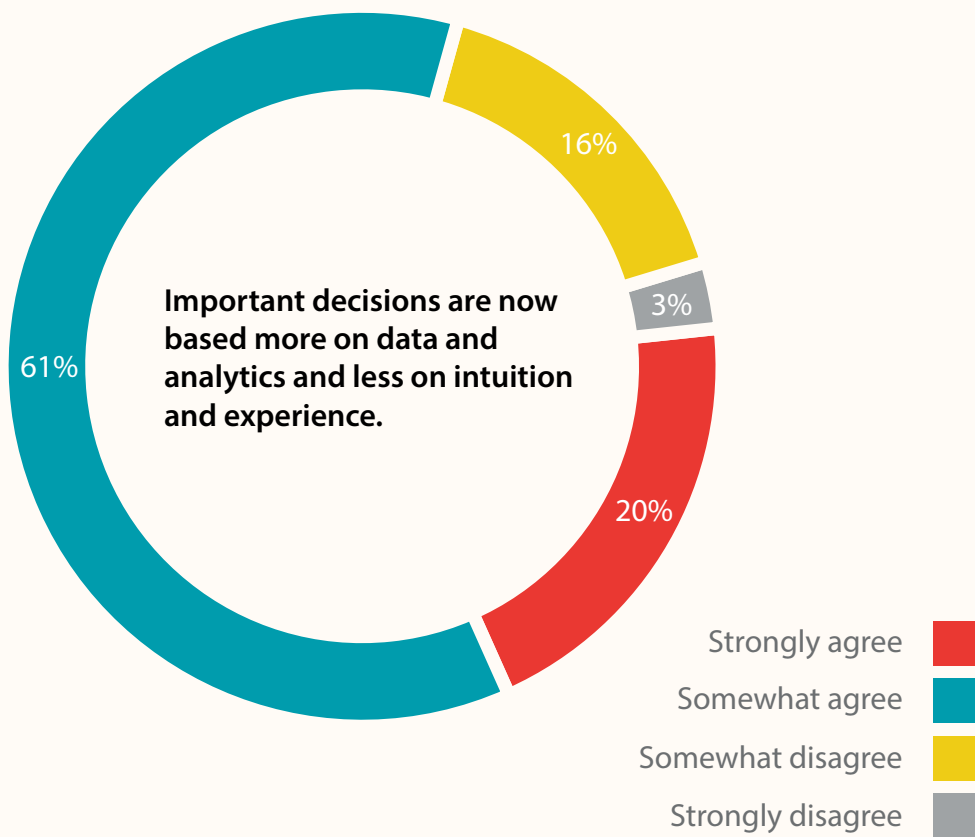


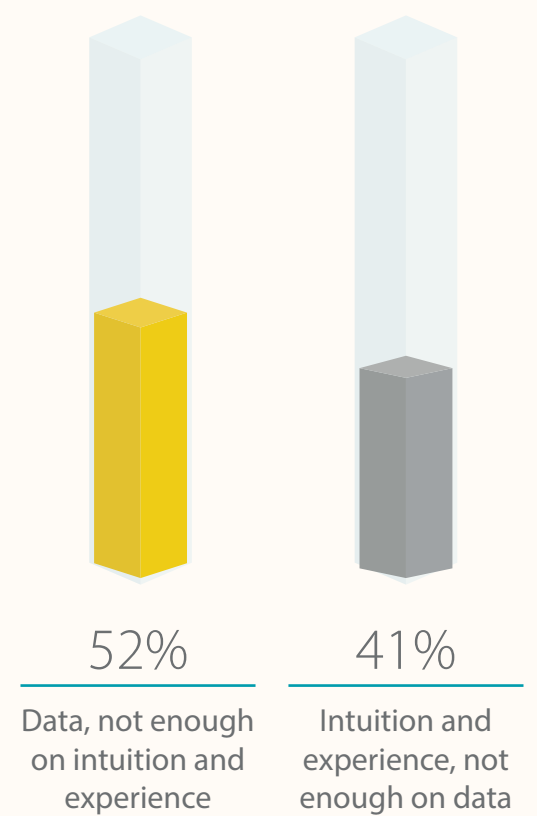
FACTS vs. FEELINGS



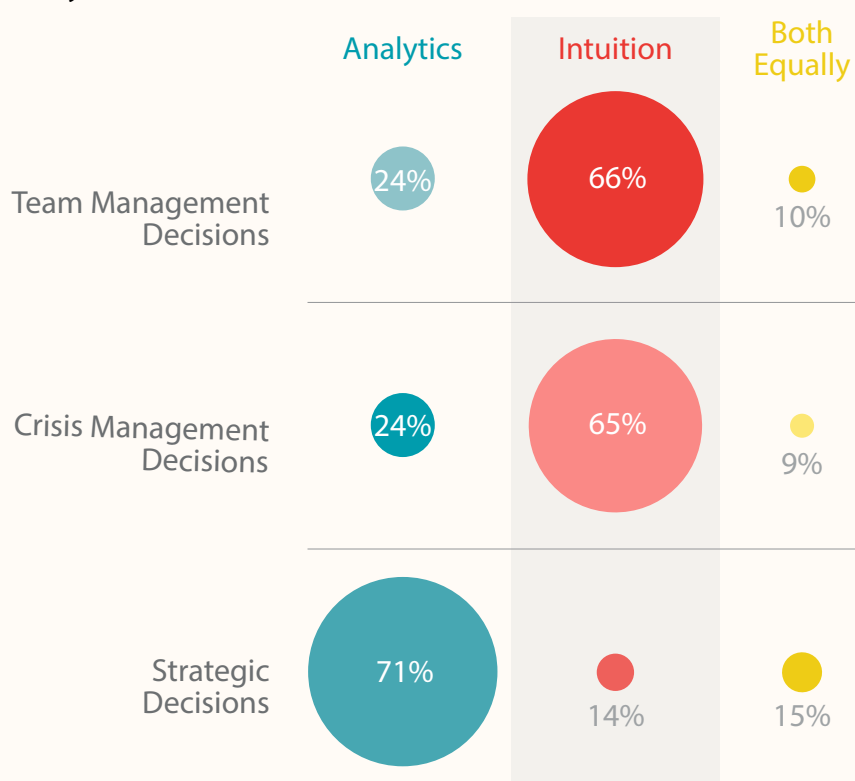
Big data is big news in management boardrooms. But a Smith School of Business survey shows intuition and experience are still highly valued.



... but that's not necessarily welcome. When making decisions, business leaders rely too much on:



Decision Styles: Analytics vs. Intuition



What's holding back data-driven analytics?

