A hand holding a white paper airplane, positioned on the left side of the slide. The hand is wearing a light-colored, textured sleeve. The paper airplane is pointing towards the right.

# Cognition Driven BI.

**Wise decisions due to lots of data and augmented data processing.**

A decorative horizontal band across the bottom of the slide, featuring a repeating white zigzag or chevron pattern.

**execon.**



# Data as competitive advantage.

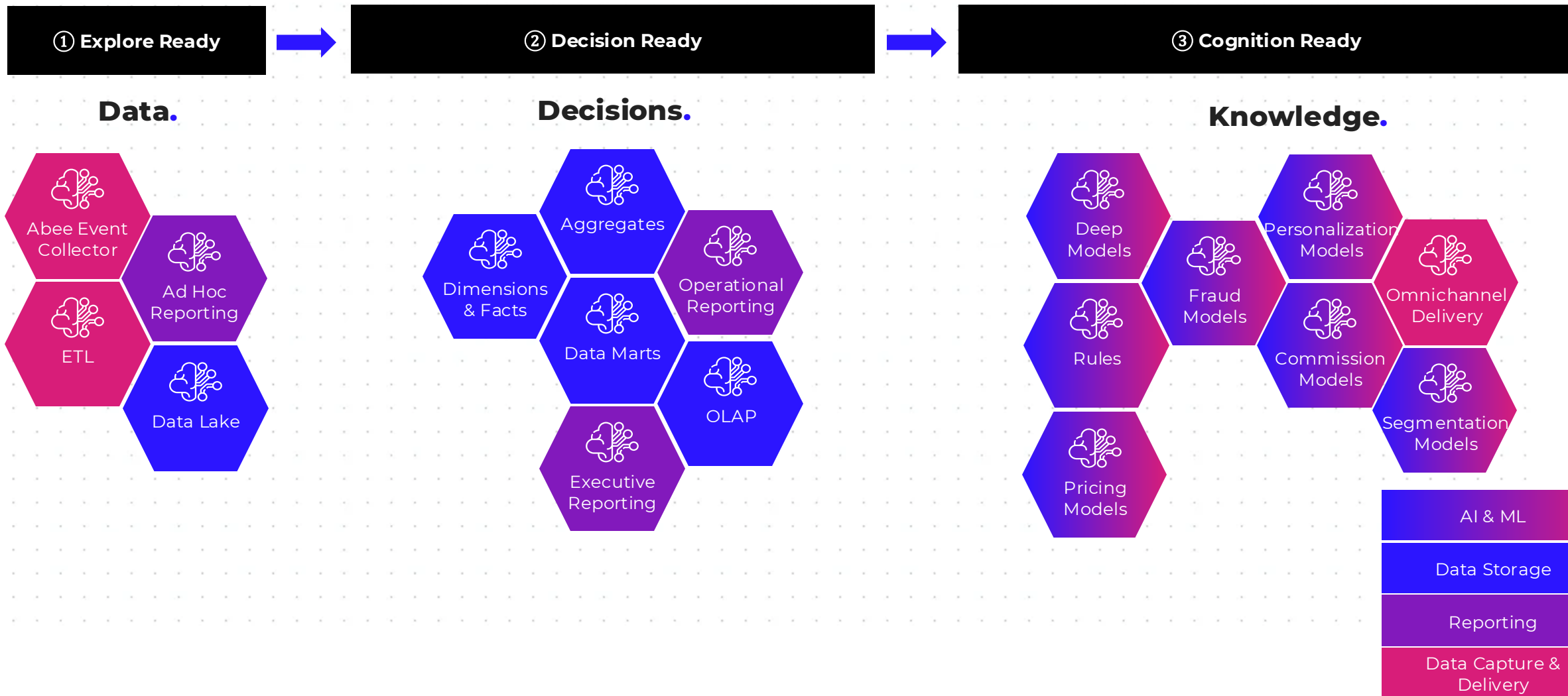
By 2023 one-third of large organizations will have analysts practicing the discipline of decision intelligence, which includes decision modeling.

Companies turn to Cognitive BI when they:

- Want to **optimize** their daily **operations** using data they gather
- **Lack information** about omnichannel customer behaviour
- Want to use multichannel customer data for better **product development**
- Want to **monetize** their data
- Want to use customer behaviour data for great **customer experience**



# Turning decision making into a competitive advantage in three steps.





# Let's talk!

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