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## **New Habits of Statistical Thinking in Industry for a New Area of Data Collection**

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The ease of data collection in the industry is a great opportunity to do business working to reduce costs of inefficiencies. However, having the opportunity to collect data does not imply achieving value with its treatment. There are numerous weak elements in the culture of organizations related to the ability of people to exploit the value of data. Currently the habit of looking at data as people look at Business Intelligence topics is negatively influencing the problem-solving environment: aggregated data hides the origin of the variability since the opportunity is in the detail. Expert collaboration in each area is necessary to integrate knowledge of processes, knowledge of data capture and exploitation, and knowledge of complex problem-solving skills to achieve means of doing business by exploiting the information found in the detail of the data of each process. I will present examples of how “the standard way of thinking based on means”, and “the standard way of look at aggregated visualizations” don’t allow to found the value of the data.

**Primary author:** POZUETA FERNÁNDEZ, Lourdes (Professor at the Industrial Engineering School at UPC, Barcelona, Project Leader at the Technological Centre in Spain, TECNALIA, and CEO of AVANCEX)

**Presenter:** POZUETA FERNÁNDEZ, Lourdes (Professor at the Industrial Engineering School at UPC, Barcelona, Project Leader at the Technological Centre in Spain, TECNALIA, and CEO of AVANCEX)

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