

The adjective data-driven means that progress in an activity is compelled by data, rather than by intuition or by personal experience. The term is often labeled[by whom?] as business jargon for what scientists call evidence-based decision making. This often refers to:

- Data-driven programming
- Data-driven journalism
- Data-driven testing
- Data-driven learning
- Data-driven science
- Data-driven marketing, a form of digital marketing
- Data-driven management

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