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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:

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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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