Data Fundas

DATA

B'01011001' = 89 in DEC

Set of 0s and 1s represented as numbers, charecter, etc.

INFORMATION

The car is travelling at a speed of 89kmph

Facts revealed by data. Fitted with context.

KNOWLEDGE

Numerous studies have shown that driving above 60kmph is accident prone.

Our understanding of world and how it is connected.

INSIGHT

The car is travelling at unsafe speeds and could cause accidents

Logic overlay — Information + Knowledge

ACTION

Bring the speed to sub 60kmph range by applying brakes

The true value of data