

## DATA CULTURE AT CHUMBAK

**VIVEK  
PRABHAKAR  
CO-FOUNDER**



**Data is everywhere you look for it**

# Get the basics right

# Over-Invest in Technology

**Choice of Metrics is as important as measurement**

# Democratise Data

# Data Downing or Death by Data

# Data as part of Performance Appraisal



**The Science is Data Collection.  
The Art is Data Interpretation.**

**THANK  
YOU**