2610 The Data Trap

Product Book · https://kb.jeffreysummers.com/docs/2610-the-data-trap/

Data is only useful when it leads to action. Most operators collect more data than they could ever use and act on almost none of it.

Your POS system generates thousands of data points every week. Your reservation platform tracks Guest behavior in real time. Your inventory system can tell you exactly what you're using, wasting, and overordering. And yet most operators still make decisions based on gut instinct, habit, and whatever the most recent crisis demanded.

The problem isn't a lack of data. The problem is a lack of discipline in using it. Data without analysis is noise. Analysis without action is an academic exercise. The operators who win are the ones who build a simple, repeatable habit of looking at the right data, asking the right questions, and making decisions based on what the numbers actually say — not what they hope they say.

Your back office system either gives you that discipline or it doesn't. If it doesn't, you don't have a data problem. You have the wrong system.