

SHOULD I TRUST MY DATA OR MY GUT?



**TWO VOICES ARE BATTLING
INSIDE EVERY FOUNDER.**



**IF YOUR
NUMBERS AND
YOUR GUT
ARE FIGHTING,
YOU'RE NOT
ALONE.**



Most Founders:



- Trust only numbers

- Ignore instincts

- Chase perfect data

- Miss market shifts



Data Rules When

- Validating product-market fit
- Identifying user pain points
- Measuring feature impact
- Tracking growth patterns
- Optimizing efficiency

Note: Always pair with qualitative feedback (surveys, user interviews, support tickets)

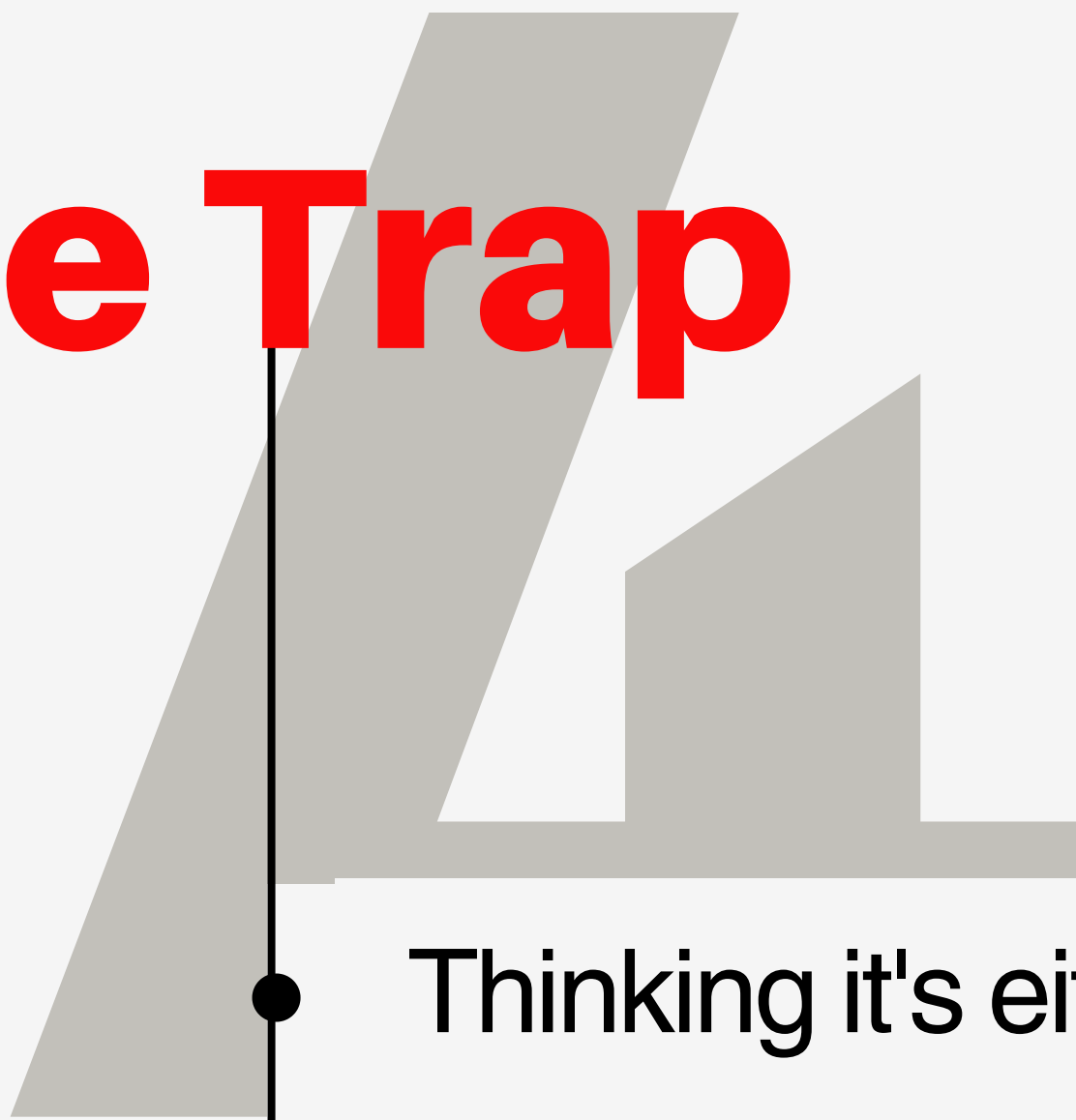


Trust Gut When

- Spotting new opportunities
- Sensing market shifts
- Seeing hidden problems
- Making strategic pivots

Note: "Gut" = Domain expertise + Years of experience +
Pattern recognition, not just hunches

The Trap



● Thinking it's either/or

● Waiting for perfect data

● Ignoring warning signs

● Missing market shifts



Lost
opportunities



The Slack Story

Data
Showed:

- Gaming product failing
- Internal tool getting used
- Limited runway remaining

Gut Knew:

- Communication tool had value
- Other teams needed this
- Worth pivoting entire company



Data-Gut Balance Framework.

- Early Stage:
Heavy on user feedback
Light on metrics
- Growth Stage:
Balance data + gut
- Scale Stage:
Data-driven with gut
check



Warning Signs



- Data conflicts with feedback

- Growth hides churn

- Metrics good but team morale drops

Red Flags
to Watch

- Competition moves feel threatening



Success Pattern

- Use data to inform
- Let intuition guide
- Verify both signals
- Stay flexible to change

Great
Founders:



Action Steps

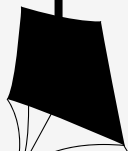
● Daily:

- Review key metrics
- Talk to users
- Note gut feelings

Weekly:

- Analyze patterns
- Check market pulse
- Align strategy

Your Next
Moves



Remember

Data tells you what
happened
Intuition shows what's

The Golden
Rule

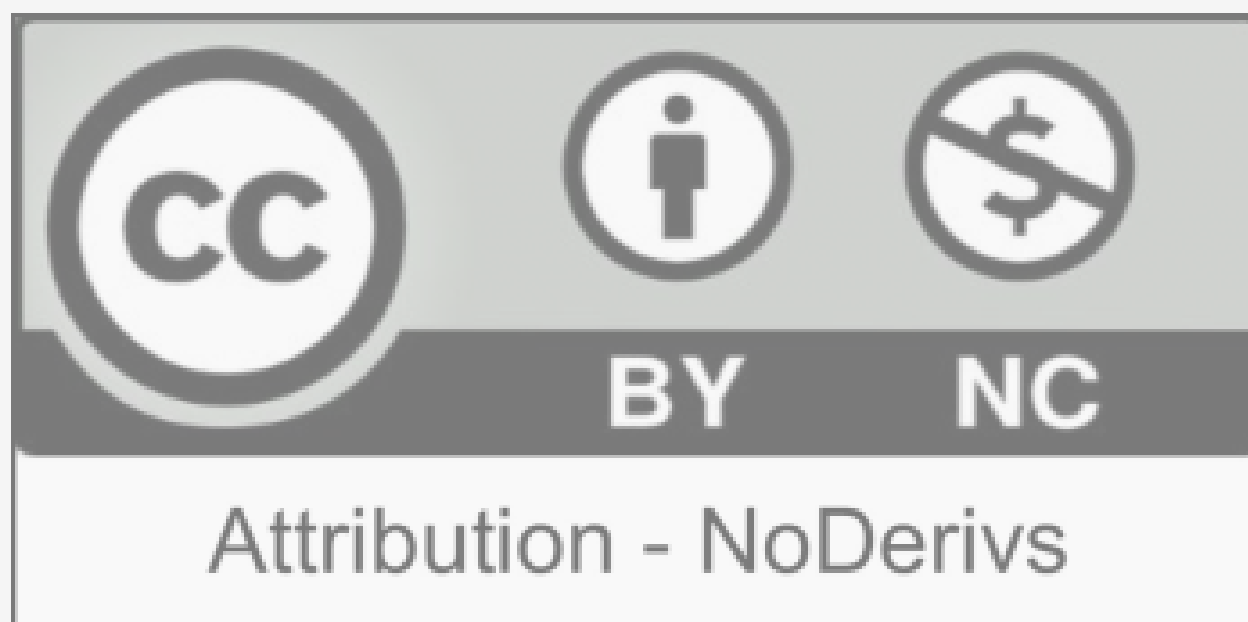
Neither alone is enough
Together they're
unstoppable



PLAIN LANG UAGE



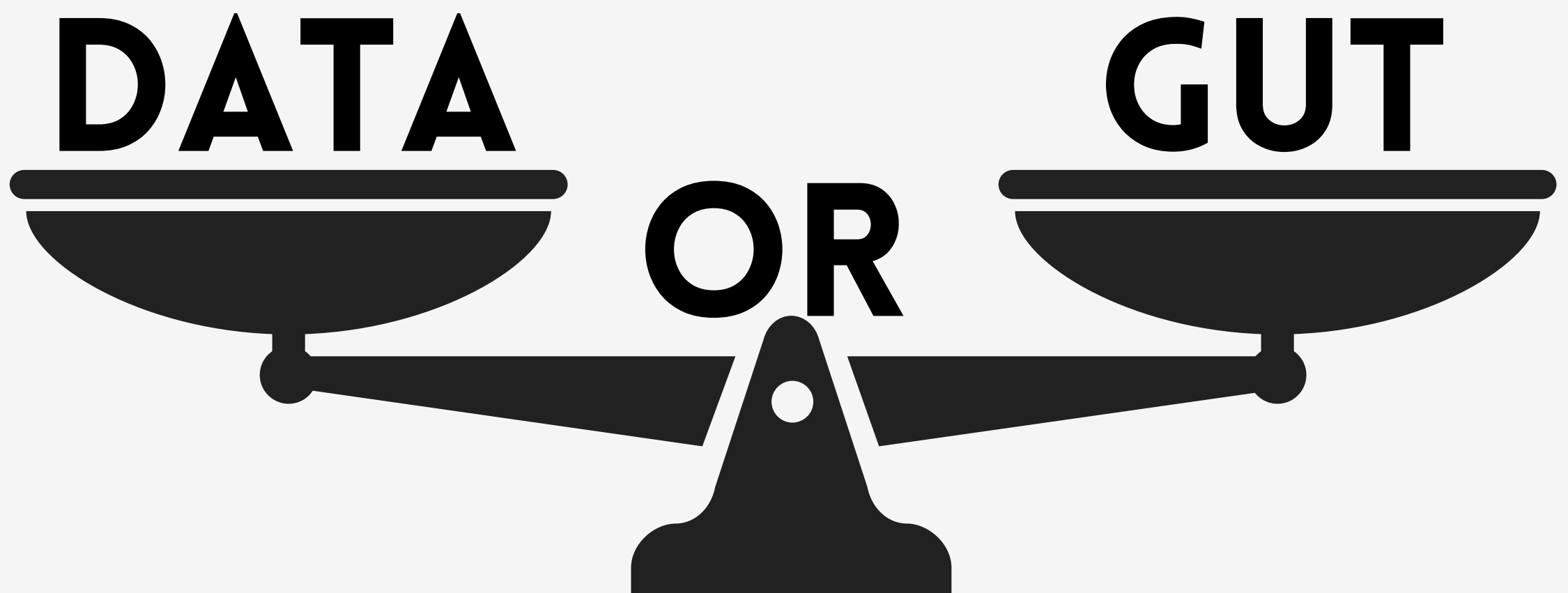
2024 / DECEMBER



B U R A K B U Y U K D E M I R



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