



Title: Data Impact: How legacy businesses SAVE, LEVERAGE, ALIGN, SIMPLIFY, OPTIMIZE, GROW to WIN

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Ritavan's *Data Impact* is an uncommonly clear, intelligent, and necessary intervention in the noise surrounding digital transformation. In an era when every organisation claims to be data-driven yet few can trace measurable value from their dashboards, this book offers a vocabulary of sanity. Written for legacy enterprises rather than digital natives, it is a call to reclaim control from consultants, vendors, and hype merchants, and to restore the conversation to what truly matters—impact.

The author's central argument is disarmingly simple: data projects must serve the balance sheet, not the ego. He replaces the fashionable slogans of artificial intelligence and machine learning with a disciplined business framework built on six verbs—Save, Leverage, Align, Simplify, Optimise, and Grow. Together they form the SLASOG model, a practical guide to turning information into action. The sequence is intuitive yet powerful: first eliminate waste and duplication, then use the strengths already present in a firm's legacy, align people and incentives with a single value narrative, simplify tools and processes, optimise through fast feedback, and finally grow what demonstrably works.

The tone throughout is that of a practitioner who has lived through transformation projects and measured their costs. Ritavan writes with the impatience of experience and the precision of someone who has seen too many “strategic” initiatives collapse under their own weight. His examples come not from glamorous tech startups but from legacy businesses and traditional sectors like industrials, insurance, retail and energy. All these examples involve clarity, discipline, and alignment.

Ritavan's prose is free of jargon and full of consequence. The book's greatest achievement lies in translating the abstract promise of data into the tangible grammar of business. It demonstrates that analytics is not an engineering function but a management practice, and that sustainable digital transformation begins with first principles rather than technology procurement.

If the book has a deliberate limitation, it is its refusal to descend into technical depth. Readers expecting detailed architectures or code-level advice may find the treatment light. Yet this restraint is what makes *Data Impact* valuable. It focuses not on data literacy but on impact literacy—the art of asking, “What measurable improvement are we pursuing, and how do we maximise it?” For leaders in developing economies, that question is very relevant. It invites them to be rigorous, save resources, leverage their unique strengths, ensure alignment, simplify and optimize to maximise returns and grow.

What emerges is a philosophy of frugal data-driven value creation, perfectly aligned with contemporary movements such as Digital India and Atmanirbhar Bharat. Ritavan reminds us that excellence does not require extravagance, and that intelligence need not be artificial to be impactful. *Data Impact* belongs beside *Measure What Matters* and *The Lean Startup* as a compass for evidence-based growth. In a world addicted to dashboards and buzzwords, it restores focus to outcomes and impact. This is a rare business book—quiet, rigorous, and germane—that makes data feel not distant and mechanical but human and purposeful. Its message is timeless: the only metric that counts is impact.