Course Content

Course Description:

In this course, you will cover how to effectively navigate data to ask the right questions and define the right metrics, with a focus on interpretation, context, and communication. Class will include time for workshopping with your own data to make improvements and create more impactful data-driven narratives.

At Course Completion:

Students will be able to:

- Ask questions to get the right context for any analysis
- Determine which metrics are important and how to analyze, visualize them appropriately
- Identify common pitfalls of data analysis and storytelling
- Communicate insights in a clear, simple way that tells a story to drive action

Prerequisites:

All students should have prior experience working with corporate reporting.

Topics:

Lesson 1: What Keeps the CEO Up at Night

Lesson 2: Obtaining Context

- Topic A: Focus on the why
- Topic B: Challenging assumptions
- Topic C: Identifying key metrics
- Topic D: Tying back to measurable business impacts

Lesson 3: Exploratory vs. Explanatory Analysis

- Digging deeper in your data to find key insights
    - Finding meaning in the noise
    - Summary statistics vs. disaggregated exploration
- Identifying the appropriate audience and how best to communicate to them
    - Best practices of data visualization
    - Common pitfalls of analysis and visualization

Lesson 4: Using the 5 Types of Analyses

Lesson 5: Interpreting Charts in Context

Lesson 6: Interpreting Summary Statistics

Lesson 7: How to Make Your Work Present Itself When You Aren't There to Explain It

Lesson 8: How to Present Your Analysis to Different Types of Audiences