## **Self-Reflection: Data analyst scenarios**

1.

Question 1



Consider the following scenario. You are three weeks into your new job as a junior data analyst. The company has just collected data on their weekend sales. Your manager asks you to perform a “deep dive” into this data. In order to get this project kicked off, this means you need to ask some questions and get some information.

Which questions are most important to you in order to get started?

### Reflection



Think of 3 - 5 questions you should ask to clarify requirements and goals for this project and write them in this text box.

You may want to jump right in and get started on the deep dive, but it is a wise choice to stop and ask questions.

Here are a few questions you might want to ask:

* When is the project due? As a data analyst, you will never have an infinite amount of time to finish a task and you will often have multiple tasks that need to be completed. Knowing the deliverable’s due date is essential to managing your time effectively.
* Is there anything specific to keep in mind?
* Who are the major stakeholders for this project, and what do they expect this project to do for them?
* Who am I presenting the results to?

These questions can help you focus on techniques and analyses that produce results of interest to stakeholders.

As a data analyst, ask questions constantly. If someone requests work on a project, you need to ask questions that align with the plan and the goals. As you explore the data, you also need to ask questions. The more questions you ask, the more you learn about your data, and the more powerful your insights will be at the end of the day.

The type of questions you ask as you begin this "deep dive" are very important. Some common questions are:

* Objectives: What are the goals of this deep dive? What, if any, questions are expected to be answered?
* Audience: Who are the stakeholders? Who is interested or concerned about the results of this deep dive? Who will you be presenting to?
* Time: What is the time frame for completion? By what date does this need to be done?
* Resources: What resources are available to accomplish the deep dive's goals?
* Security: Who should have access to the information?

Think about how specific questions can unlock useful information in each of these areas.

### Reflection



Write 3 - 5 sentences (50 - 100 words) reflecting on the importance of asking specific, well-worded questions as a data analyst. How does asking detailed, specific questions benefit you when planning for a project? Can vague or unclear questions harm a project?

Asking good questions means clarifying details until you get to concrete requirements. With clear requirements and goals, it’s much easier to plan a successful data analysis project.

Good data analysts are methodical in their questions. They follow a process to get all the information they need to be successful. Unclear requirements lead to inevitable problems later in a project, which lead to time-consuming and often expensive changes. Understanding the impact of asking good questions helps data analysts remember to be thorough and specific when clarifying requirements.