Data Analytics for Managers

Instructors: Richard Dunks and Julia Marden

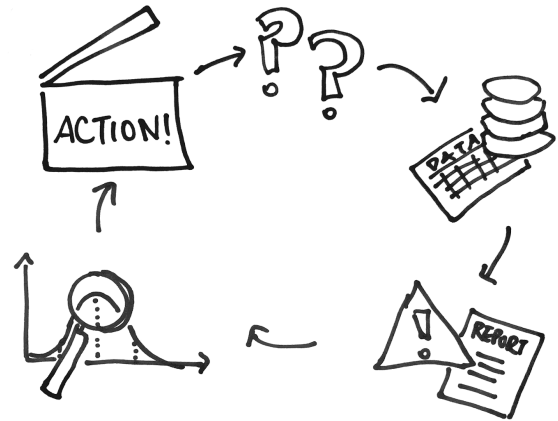Follow along at: http://bit.ly/data-driven-gov

See the code at: http://bit.ly/data-driven-gov-code

Key Questions for the Morning

- What is the value of data?

- What is analysis?

- What does it mean to be data-driven?
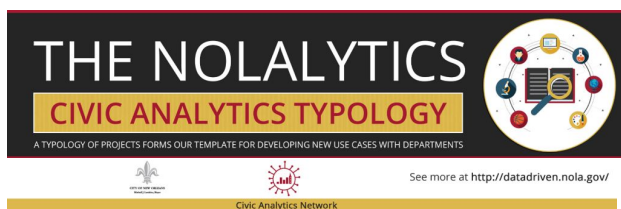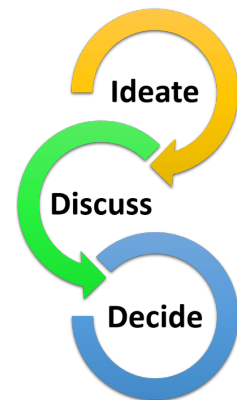
The Analytics Value Chain

- What are the key steps?

- What are the key things to keep in mind?

Problem Scoping

- **Ideate**: On your own, generate at least 3 ideas (ideally more), each on their own Post-It Note
- **Discuss:** Review the ideas generated
- **Decide:** Come to a consensus as a group

Based on the work of the City of New Orleans, Office of Performance and Accountability
Graphics: Copyright © Harvard University Ash Center (Used with Permission)

4 Concerns to Be Mindful Of

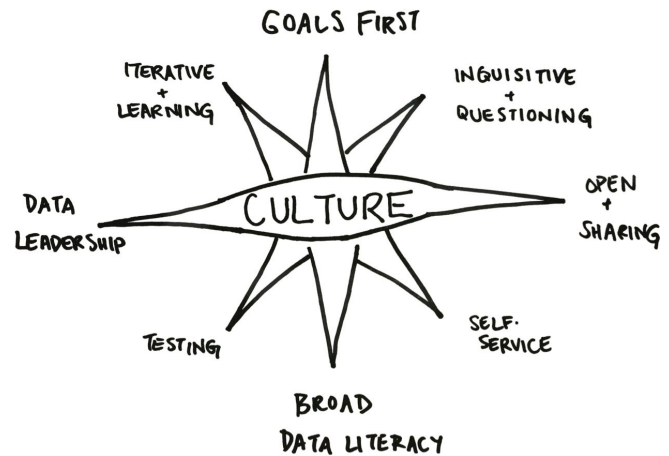1. Technical

2. Legal

3. Cultural

4. Political

Key Benefits of Good Analysis

Key Questions for the Afternoon

- What is open data?

- What are the benefits of open data?

- What are some of the concerns with open data?

- What is exploratory data analysis? Why is it important?

- What is a data-driven culture?

- How do we create it in government?

Data Exercise

Filtering
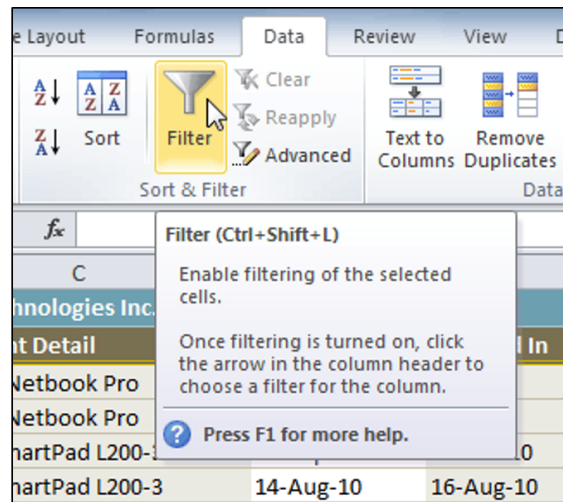
Conditional Formatting
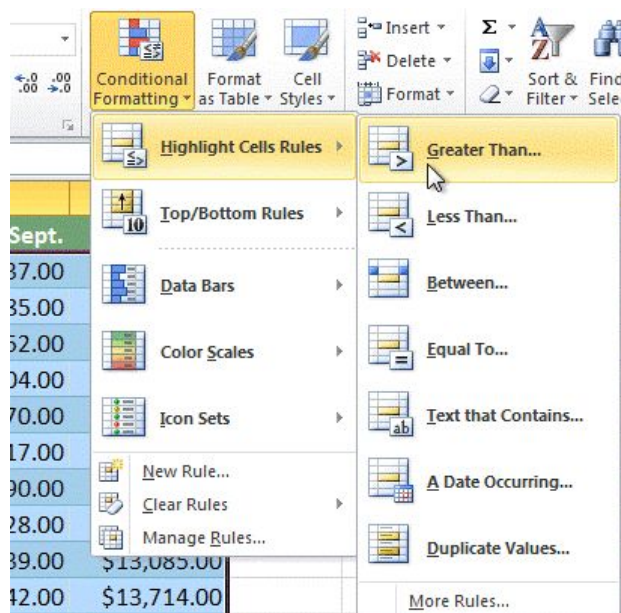
PivotTables
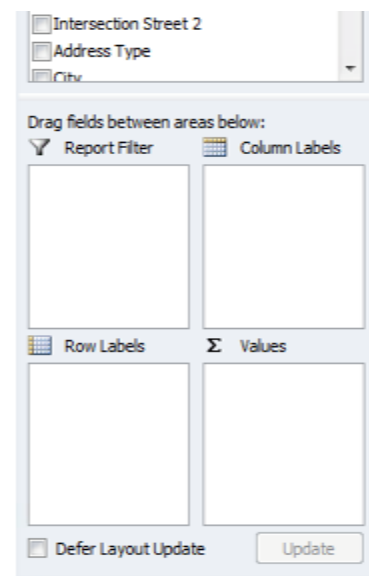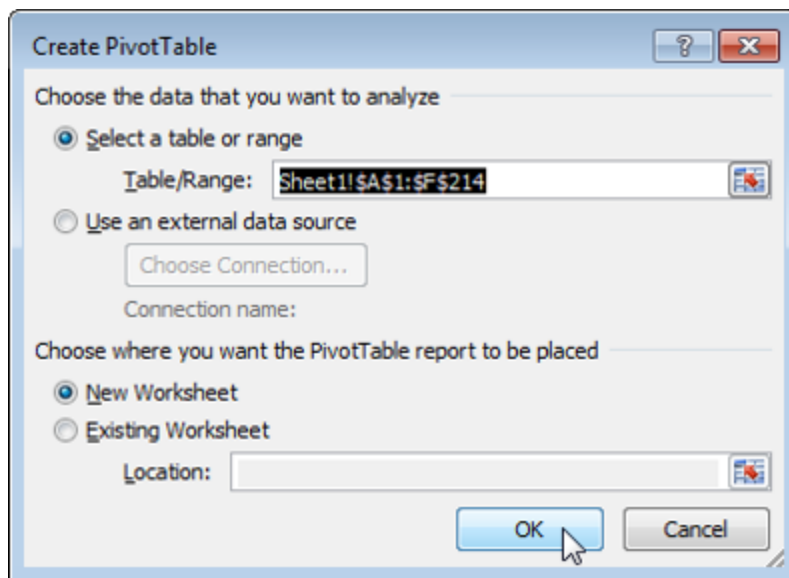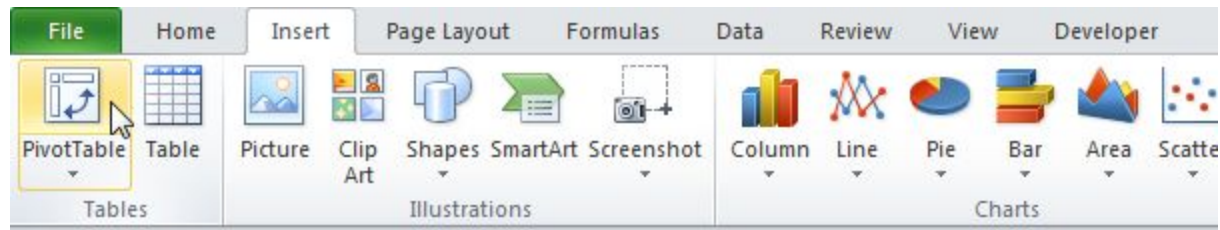
Useful Functions in Excel
=SUM(): Calculates the sum for a range of numbers
=COUNT(): Counts the number of cells containing numbers in a range
=COUNTA(): Counts the number of non-blank cells in a range
=HOUR(): Extracts the hour from a timestamp
=WEEKDAY(): Extracts the day of the week from a timestamp
=CHOOSE(): Uses an index number to return a result from an ordered list of values

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Resources
- Data Driven New Orleans https://datadriven.nola.gov
- Harvard Government Performance Lab
  https://govlab.hks.harvard.edu
- Carl Anderson **Creating a Data-Driven Organization**
- DJ Patil & Hilary Mason **Data Driven: Creating a Data Culture**
  https://www.oreilly.com/ideas/data-driven
- Datapolitan training classes http://training.datapolitan.com/