Dave
ON DATA

IN THE FUTURE *EVERY* PROFESSIONAL WILL BE A DATA ANALYST!

GOT THE SKILLS YOU NEED?

Context

My experiences have taught me that professionals that can analyze data are going to have an advantage in providing value to their employers.

To be crystal clear, I mean ANY professional.

Regardless of role and regardless of background.

Think of it this way.

At one time, word processing and spreadsheets were considered specialized skills. 😳

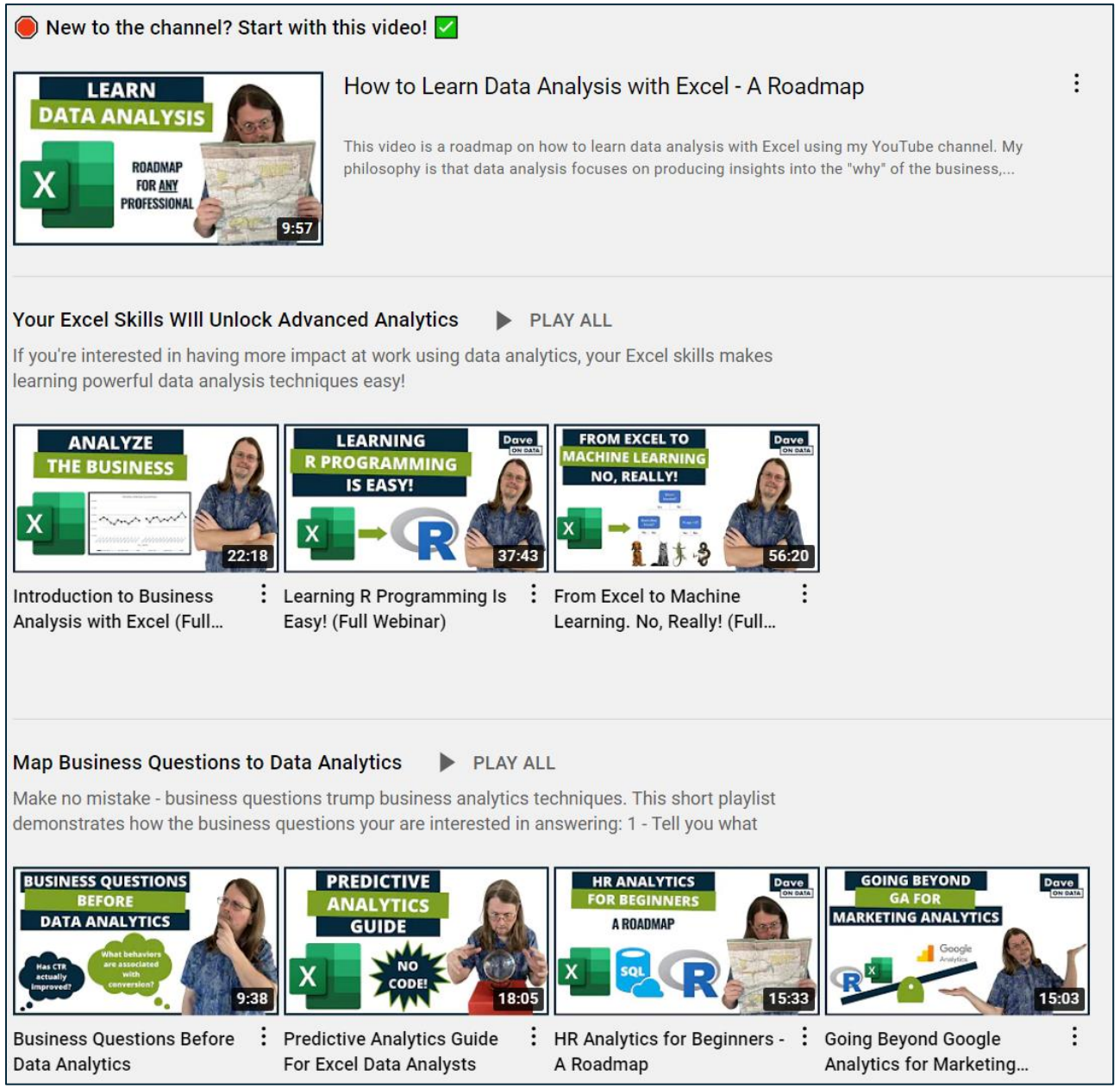
This document collects scenarios from different business domains (e.g., HR, Marketing, Product Management, etc.) to show what I mean by “every professional will be a data analyst.”

Got the skills you need to be competitive?

Stay healthy and happy data sleuthing!

-Dave

Learn More



My YouTube channel has hours of FREE tutorials designed for any professional to learn valuable data analysis skills.

If you have basic Microsoft Excel skills, you can learn data analysis and have more impact at work.

You've got this if you want it.

https://bit.ly/DaveOnDataYouTube

Marketing

Let's take a hypothetical example of a Marketing Manager interested in developing data analysis skills to have more impact. Here’s how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Has there been an actual change in website traffic?
- Did changing the ad copy actually improve things (i.e., no A/B test required)?

Linear regression using Excel or R:

- Are there synergies (i.e., interaction effects) between digital ad channels?
- Which factors have the most impact on customer lifetime value (CLV)?

The mighty random forest using R:

- What are the customer journey factors that predict conversion?
- What are the demographic factors that predict conversion?

Product Management

Let's take a hypothetical example of a Product Management professional interested in developing data analysis skills to have more impact. Here’s how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Did recent feature enhancements actually increase feature usage?
- Have the recent engineering process changes actually reduce the defect rate?

Linear regression using Excel or R:

- What are the important factors that predict customer tenure for my product?
- What are the important features that predict CLV?

The mighty random forest using R:

- What factors are highly predictive of churn?
- What feature usage(s) are highly predictive of a sticky customer?

Customer Service/Experience

Let's take a hypothetical example of a Customer Service Manager interested in developing data analysis skills to have more impact. Here's how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Has there actually been a change in call volumes sufficient to effect staffing?
- Is the 2nd shift truly more efficient at handling calls?

Linear regression using Excel or R:

- What are the critical factors that effect staffing levels?
- Can we handle more calls with a different mix of agents?

The mighty random forest using R:

- Are there factors related to churn that customer service can address?
- What factors under customer service's control associated with CSAT?

Human Resources

Let's take a hypothetical example of a HR professional interested in developing data analysis skills to have more impact. Here’s how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Have recent comp changes actually improved our recruitment rate for experienced pros?
- Is the bad attrition rate of Org A actually higher than Org B?

Linear regression using Excel or R:

- What are the important factors that predict promotion velocity?
- What are the important factors that predict new hire tenure?

The mighty random forest using R:

- What factors are highly predictive of bad attrition?
- What factors are highly predictive of high performers?

Supply Chain Management

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Let's take a hypothetical example of a Supply Chain Manager interested in developing data analysis skills to have more impact. Here’s how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Has there been an actual change in the rate of product returns?
- Are there actual differences between the shipping error rates of DC A vs DC B?

Linear regression using Excel or R:

- Which factors have most impact on demand for a product?
- What interactions have the most impact on product demand?

The mighty random forest using R:

- What are the factors that predict product failure?
- What are the factors that predict customer returns?

IT Operations

Let's take a hypothetical example of an IT Ops professional interested in developing data analysis skills to have more impact. Here’s how 3 data analysis techniques apply.

Process behavior charts using Excel or R:

- Has there been an actual change in the rate of all incidents?
- Are there actual differences between the incidents rates after a new release for App A?

Linear regression using Excel or R:

- Which factors in the app portfolio accurately predict length of incidents?
- What interactions have the most impact on the length of incidents?

The mighty random forest using R:

- What are the factors that predict incident escalation?
- What are the factors that predict incident volumes?