

The Journey of Fellowship

Date 04/01/2021 – 19/02/2021

Week – 0:

Create dashboard

Feel free to experiment with data and design. You can use your favorite game (tennis, football, etc.), favorite player's data and you have 500% creative freedom to design the way you want.

Video:-

- [LinkedIn Post](#)
- [Review Session](#)

Session Takeaways:

- 1) Learn who are you? Define in terms of Data?
- 2) Do not be horse Worker, Be a Leader.
- 3) Important thing is to understand data rather than technology.
- 4) Asking right kind of question to data. Why? How?
- 5) Design Meaningful Dashboard rather than beautiful dashboard
- 6) Think in terms of why are you performing a specific task rather than how to do this. If you clear with why then how will take care of itself.
- 7) Creativity matter more than the technology.
- 8) How to create a content? Learn to express

Week – 1:

Data Visualization MS Excel

You have to create a beautiful Excel Dashboard, best to your abilities on the provided dataset.

Video:-

- [LinkedIn Post](#)
- [Review Session](#)

Session Takeaways:

- 1) Before making a dashboard, know whom the audience is.
- 2) While making the dashboard, know what details are required the most for the audience.
- 3) After making the dashboard, find out what the audience likes about it.
- 4) Define your persona and frequency before getting into action to design dashboard.
- 5) Always focus on single problem in order to get clear view dashboard.
- 6) Dashboard should have summery & quick inside in order to anyone can understand the dashboard irrespective of tool, technology & domain.
- 7) Always try to make formation of story based on data.
- 8) Learn about Alignment, layout, and colour combination.

Week – 2:

Goal Seek & What If Analysis

Decision Making Stories: We have 4 regions with 1000s of Customers and few Sub Categories. We need to know which Single Sub Category we need to promote in what region to achieve 25% more sales.

Video:-

- [LinkedIn Post](#)
- [Review Session](#)

Session Takeaways:

- 1) Type of data: a) Categorical data, b) Numerical data, c) Time Series data
- 2) Opportunity analysis is all about idea to finding out opportunity, whenever we perform opportunity analysis focus on categories data.
- 3) Idea 💡 about which map where to use.
- 4) To know Points summary about data by using simple maths by average, maximum, minimum.
- 5) Respect hierarchy and understand the deepness of data.
- 6) EDA prospective : Find out Opportunity => Target 🎯 => Actions 🎬

Week – 3:

Monte Carlo MS Excel

We will use Monte Carlo Simulation / Excel Forecasting Functions to create better hypothesis around increasing your sales by 25%.

Video:-

- [LinkedIn Post](#)
- [LinkedIn Post1](#)
- [Review Session](#)

Session Takeaways:

- 1) Keep things simple; do not make it completed by jumping on data.
- 2) Always make story first in story note with clarity then go to excel & data.
- 3) Always come with story, No matter how beautiful it is.
- 4) Just keep default theme colour in chart,
- 5) Difference between How to tell story and how to better story.

Week-4:

Data Driven Communication Using E-Mail

Now time has come to learn how to use data story telling in day-to-day business emails.

Email:-

[Review Session](#)

[LinkedIn Post](#)

Session Takeaways:

- 1) How to communicate in textual form what we do in the dashboard
- 2) Data story for the email should have a level like i) objective/overview ii) actually scenario iii) conclusion / recommendation
- 3) Dashboard tips and tricks a) if we have a problem with chart color just use the default color used in excel. b) to know more about font or font combination use <https://fonts.google.com/> c) for color combination use <https://color.adobe.com/create/color-wheel>
- 4) Monty Carlo simulation used to identifying risk factor like mutual fund we have an option for high risk, medium risk, low-risk funds. So in week 3, we identify the different

strategies to validate how much risk they carry by using Monty Carlo.

5) Consider 10 % growth naturally happen so if you target 25 % for next year then just make a strategy for 15 %.

6) In business always talk in sense of data.

https://www.linkedin.com/posts/saurabhmoody_week4-activity-6758640465140051968-Y95e

Week-5:

JOURNEY OF LAST 5 WEEK

This week is super special because now you have built your final movie (data story) to show case the world what you have learned capturing details from your previous weeks.

Review Session

LinkedIn Post

Session Takeaways:

- 1) All-time suggestions "Don't jump on data or data set".
- 2) Understand persona or problem statement to asked right question to data.
- 3) Always divide data into triangle, which show in picture and follow it.
- 4) Divide data story in levels.

Level 0 - put dollar, summary, highlights, comparison on top.

Level 1- work on time series, combination of chart.

Level 2- work with each angle of triangle i.e. categorical data combination with KPI.

Level 3- always data story have conclusion, suggestions, results.

- 5) Don't comment or react until and unless you understand the things data first approach.
- 6) Tune yourself with people's , give them what people want.

Graduation Ceremony

Graduation session:

What a journey so far with all the fellows, [Saurabh Moody Voiceman](#) and [Preksha Kaparwan](#). The best part of the fellowship is diversity in fellows as well as expertise in the domain. So this gives me complete 360-degree freedom to learn from each of them. I don't want to say bye because I wish to stay along with the [#Alphaa.ai](#) community! 😊
Thank you to [Saurabh Moody Voiceman](#), [Preksha Kaparwan](#) and All the [#citizen_data_scientists](#) who take from the community and give to the community!

Session Takeaways:

- 1) Connect Dollar to data.
- 2) You have to setup your Inner standard to become a leader.
- 3) First go to problem statement and then go to data , don't jump on data