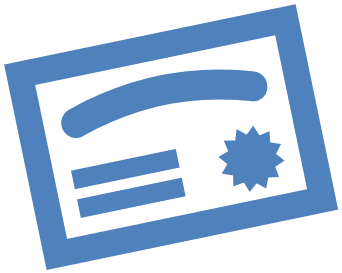
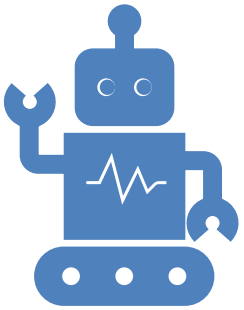
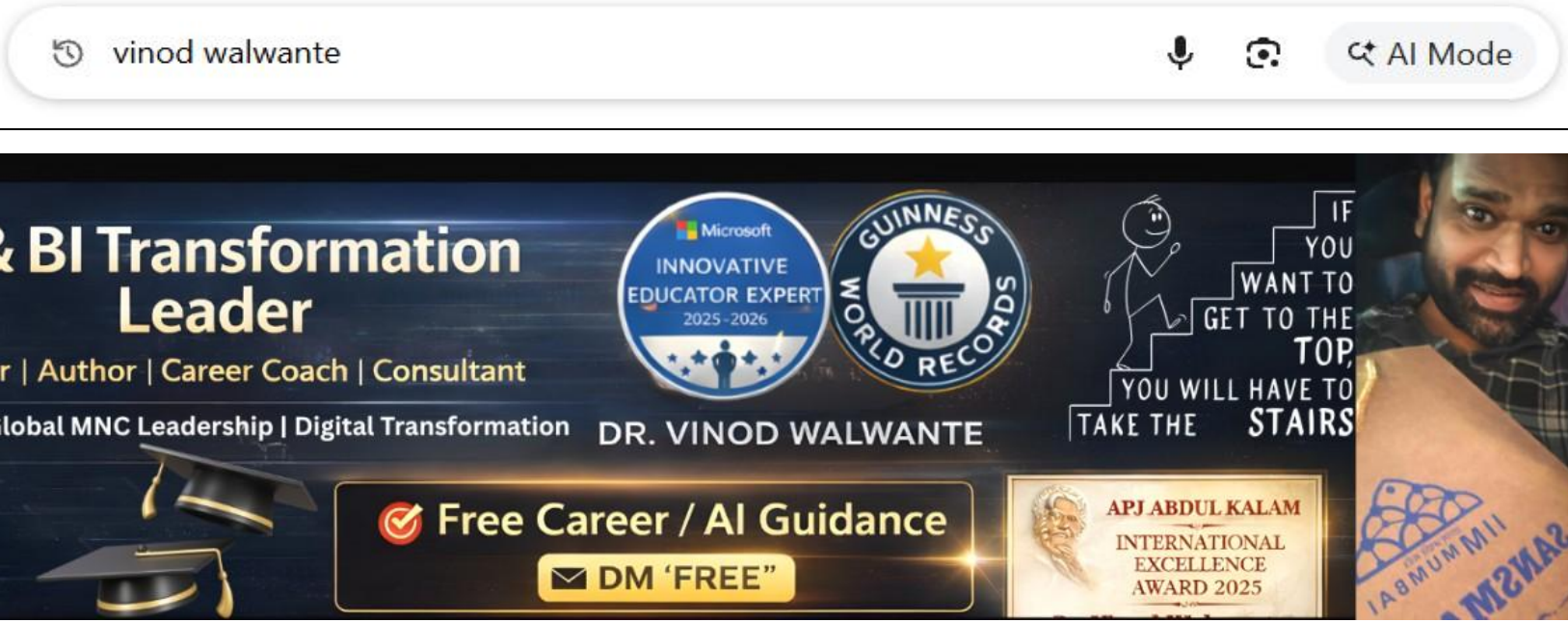
INTRO







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You Checked Your Phone Today.

Your Phone Checked You Back.

Session Roadmap

Why Data is the New Currency

How Businesses Use Data

AI, Automation & Careers

Business Simulation

Your Career Roadmap

The World Runs on Data

Massive data creation every second

Every click leaves a footprint

Companies monetize behavior

Data → Insight → Impact

Raw Data

Insight

Business Decision

Revenue Impact

When Data Is Ignored

- Gut-based decisions
- Wrong targeting
- Inventory issues
- Wasted marketing spend

3 Levels of Analytics

Descriptive – What happened?

Predictive – What will happen?

Prescriptive – What should we do?

Sales Dropped 20%

What would you check first?

Traffic

Conversion rate

Pricing

Competitor activity

Business Simulation

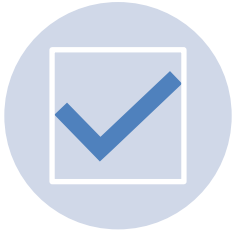
YOU RUN A FOOD DELIVERY STARTUP.

SALES ARE DOWN 20%.

WHAT DATA MATTERS MOST?

From Data to Strategy

AI in Business Today



Recommendation engines

Chatbots

Fraud detection

Demand forecasting

AI Won't Replace You.

Someone Using AI Will.

High-Demand Career Roles

- Data Analyst
- Business Analyst
- Product Analyst
- AI Strategy Consultant
- Automation Specialist

Skills That Matter

Technical: Excel, SQL, Power BI, Python

Business: Problem solving, Communication, Strategy

The Skill Pyramid

BASE: DATA LITERACY

MIDDLE: TOOLS & ANALYTICS

TOP: STRATEGIC THINKING

DEMO

DOWNLOAD

https://github.com/DiscoverTalent/Excel

Case Study

Retail company wants 15% profit growth.

Increase price?

Reduce cost?

Improve retention?

Launch new product?

Strategy is About Trade-offs

COST

RISK

CUSTOMER SATISFACTION

BRAND IMPACT

Start Here (0–6 Months)

1

Master Excel

2

Understand business metrics

3

Practice case problems

6–12 Months

Learn SQL

Build dashboards

Internships & projects

1–2 Years

- Python basics
- AI fundamentals
- Automation exposure
- Strategic projects

Degree is Common.

Applied Skill is Rare.

Reflection Question

What will you do differently after tonight?

Key Takeaways

DATA DRIVES DECISIONS

INSIGHT CREATES IMPACT

AI AMPLIFIES CAPABILITY

SKILLS CREATE OPPORTUNITY

Q&A

Powerful questions only.

In the Age of Data, Insight Is Power.

Thank You

Stay Curious. Stay Analytical.
Stay Ahead.