

Workshop 2: Week of September 1

Week 2 Workshop Response Question

(submit on Blackboard by 11:59 PM Sunday, 9/8) (3 points)

Tuesday, September 3: Client Introduction posted in Week 2 asynch materials

- Recorded video introduction presentation from client
- Slide deck and related PDF documentation
- Data files and data dictionary

Workshop 2 Response

Review the Client Introduction materials posted in the Week 2 asynch folder and identify any questions or points you would like to clarify further. After your review, submit a message to the client via Blackboard with any questions that you would like them to answer before you receive your Case 1 Assignment next week.

- Your message does not need to be long. Two or three (brief) paragraphs are plenty. Bullet points for the questions are fine. Format is not important to the exercise.
- Use a “business email” tone. Begin with a sentence or two to reintroduce your team and mention the context of the email. Then clearly state your questions.
 - Example: We look forward to working with you on your Analytics Initiative. We are writing with a few questions for clarification before we begin our work.
- You can ask questions about the information provided, the client’s data, the client’s goals and objectives, etc. Just like questions about the project mandate and project goals, technical questions about data and methodologies should be framed with the business and audience in mind.
 - Example: Instead of “~~How should we calculate the metrics/summarize the data?~~”, the question could be framed as “What is the end goal of this project? How will the results of our work be used?”

Workshop response is due **Sunday, September 8 @ 11:59 PM**. You will receive a response from the client with answers to your questions by the end of the day Tuesday, September 10.

Workshop 2 Learning Objectives

This exercise is designed to provide hands-on practice communicating with clients, as well as an opportunity to get more information from the client and/or clarification on the analytics objectives discussed in the introduction video.

- Identify project objective and analytics orientation for given business scenario
- Work with data from a client’s organization
- Communicate with business stakeholders
 - Interpret and refine the project objective/business need
 - Ask clarifying questions to understand the project mandate, business terms and language, and organization’s data
 - Use FACT to frame and communicate analytics proposals, methods and results