

## Module 1 Assignment

### Interpreting and Communicating Data Insights in Business

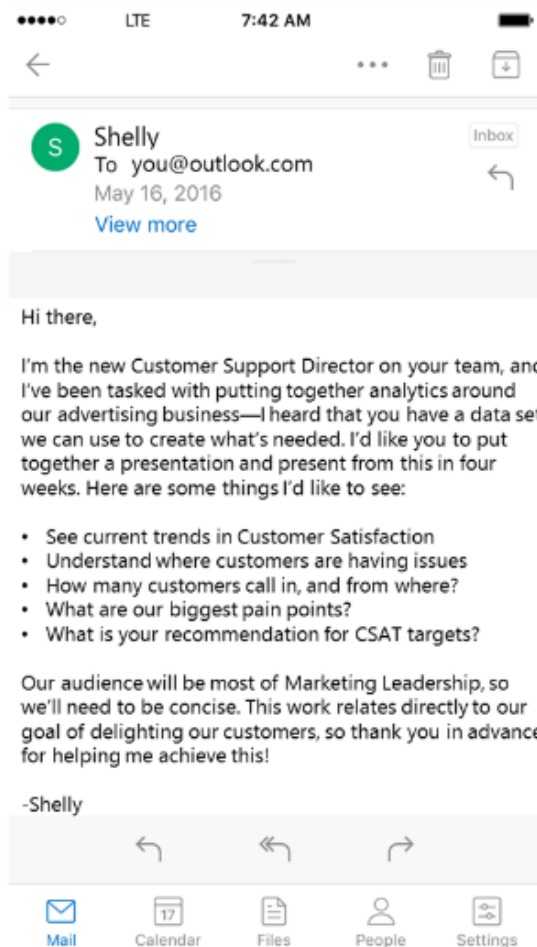
Welcome to Assignment 1!

Your task is to review the attached email message—one of the most common forms of requests as an analytics professional—from a fictional business scenario and:

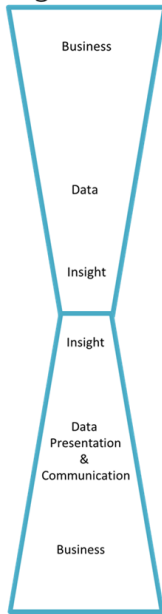
1. **Translate** it into the Insight Funnel framework that we learned, and
2. **Craft** your response to Shelly (the “consumer”) from the perspective of a “creator” of data products

Save your completed Insight Funnel form and an e-mail response to Shelly in a single document to complete your assignment

### Email from Shelly



## The Insight Funnel



Insight Funnel	
Business Group/Function	
Process Area	
Business Objective	
Decision	
Business Question	
Data	
Measurements	
Insight	
Data Presentation	
Data Communication	
Business Opportunity	
Decisions	
Business Objective	

## Insight Funnel Form

Complete the Insight Funnel form as part of your assignment.

Insight Funnel	
Business Group/Function	
Process Area	
Business Objective	
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