Module 1 Assignment Interpreting and Communicating Data Insights in Business

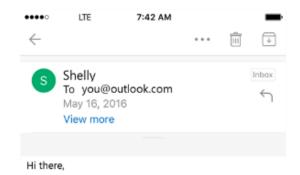
Welcome to Assignment 1!

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
- 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



I'm the new Customer Support Director on your team, and I've been tasked with putting together analytics around our advertising business—I heard that you have a data set we can use to create what's needed. I'd like you to put together a presentation and present from this in four weeks. Here are some things I'd like to see:

- · See current trends in Customer Satisfaction
- · Understand where customers are having issues
- · How many customers call in, and from where?
- What are our biggest pain points?
- · What is your recommendation for CSAT targets?

Our audience will be most of Marketing Leadership, so we'll need to be concise. This work relates directly to our goal of delighting our customers, so thank you in advance for helping me achieve this!



The	Insight Funnel	
Business Data Insight Insight Data Presentation & Communication Business	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	
Decision	
Business Question	
Data	
Measurements	
Insight	
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