

# Module 1 Assignment

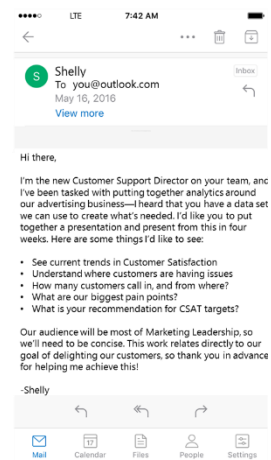
## Interpreting and Communicating Data Insights in Business

Welcome to Assignment 1!

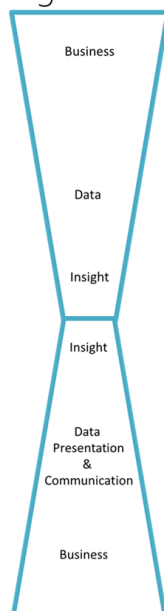
Your task is to take an email request—one of the most common forms of requests as an analytics professional—from a fictional business scenario and:

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

Submit your funnel and response in a single document to complete your assignment



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	