

* Keep your team's & stakeholders needs in mind

Communication is key!

Stakeholders: people that have invested time, interest and resources into the projects you'll be working on as a data analyst.

A stakeholder might want to discuss:

- > Objectives
- > What you need to reach goal
- > Challenges & concern DA might have

—x—x—

Story: you are a DA with HR Dept.
company is experiencing high Turnover Rate
(rate at which employee leaves a company)
Help them figure out what's wrong.

shared pattern across the employee that quit.

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The connection to emp productivity & engagement

You might not be in direct contact with
Vice president of HR dept.

So you'll have to give regular updates to project
managers.

overseeing authority that keeps team and
progress in check.

Also you might be working with other team member; ex. HR Administrators will need to know metrics you are using.

Other DA, etc.

Balancing everyone's needs might be a little chaotic sometimes.

But a Data analyst must look past the clutter and stay focused on the objective.

No matter what project you're on these 3 things will help you stay focused:

- ① Who are the primary & secondary stakeholders?
 - ② Who is managing the data?
 - ③ Where can you go for help?
(ex managers.)
-

Great Communication →

- ① Who your audience is
- ② What they already know
- ③ What they need to know
- ④ How you can communicate that effectively to them.

* Tips for effective communication

Learn as you go and ask questions

L G T M : looks good to me!

Work place etiquette:

- maybe your team members appreciate eye contact & firm handshake or
- it might be more polite to bow with international clients.

300 B emails sent everyday,

professional practices: good writing habits

Emails should be clear, easy to comprehend with proper spelling & punctuation.

Read your emails out loud before you hit sent.

* A Rule of thumb:

Would you be proud if your Email is published on the front page of a newspaper?

If NOT

Revise it until you are!

> Emails should be to the point, not lengthy!
 > should have greeting & sign off
 Thank You,
 Siofankade

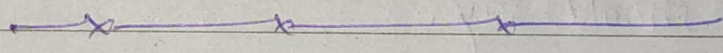
> If you want to convey too much, you should set up an "meeting"

> Respond in a timely manner.

> Ximenq 24-48 hours

> Includes date in subject line & body in bold so its really clear.

Subject: [Response Needed by 11/6/22]

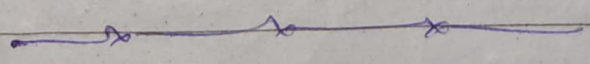


* Balancing expectations & realistic project goals:→

** Set a reasonable & realistic timelines:→

Setting expectations early might help spending time more productively

** Flag problems early for stakeholders



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Sarah: Senior Analytical Lead

Sometimes, you will have stakeholders that have no idea about the amount of time it takes you to do each project.

Giving expectation settings on the turn around because most stakeholders don't understand what you do with data (etc.)

You should let data tell the story.

"Not everytime data can answer all of our queries"

When the data can't back up you up you should say:

* * * "I have a theory that XYZ
Here's the proved points that I have that support that theory."

When you help the cause you believe in through the help of data, it makes all the needy learning worth it!

The data tradeoff: Speed VS Accuracy

Speed is the enemy of Accuracy:

If a stakeholder comes knocking on your door even the most experienced BA may be tempted to cut corners and provide flawed or unfinished data in the interest of time.

↓

Due to this the story in the data gets lost.

Sometimes stakeholders might not be asking correct questions:

So you can:

- > Reframe the question
- & outline the problem
- > challenges
- > Potential solution
- > Timeframe

If they are how many people are completing course?
 → You can go to system & fetch the figure
 But the quickest answer isn't always the right one

You should say, "I can certainly check out the rates of completion, but I sense there maybe more to the story there. Could you give me 2 days to run some reports and learn what's really going on?"

* Redirecting the ^{conversation} problem leads to more insightful & accurate solutions.

Think about your processes & outcome

Data has the power to change the world

- > Bank identifies 15 new opportunities to promote a product resulting in 120 \$ m in revenue
- > Distribution company figures out better way to manage shipping, reducing their cost by 500

Results of Data Analytics

"Best solution starts with a Question"

How detailed, etc.

3/3

Amazing team work:

meeting best practices &

Virtual / in-person

They build trust & team spirit

Do!

> come prepared

> Be on time

> Pay attention

> Ask Questions

Leading/
Attending

~~Do!~~

Bring what you need → laptop

Read agenda, updates

Notes & presentation

Be ready to answer questions

Pen paper

> phones & comp on silent

> A meeting should focus on making a clear decision & include the person need to make that decision

> If there's a need to make decision, then schedule it immediately, don't stall progress.

> Try to keep attendees under 10 if possible, more people makes it hard to have a collaborative discussion.

> Respect others time, come on time, if you're leading show up early and set up.

> for online meeting Make sure there are no technical glitches.

> When you're leading a meeting send out the agenda before hand.

> Engage with all attendees.

> "Open to question" after the meeting.

Don't :->

> Show up unprepared

> Arrive late

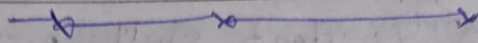
> Be distracted

> Dominate the conversation

> Talk over others

> Distract people with unfocused discussion

> It could be scary to join a new team but have faith in your abilities and bring the best of you to the table.



* Conflict to Collaboration :->

A conflict can pop up for a variety of reasons

> Mismatched expectations and miscommunications are some of the most common reasons for conflicts.

Examples:

- ① Stakeholder misunderstood possible outcomes for your project
- ② Nobody claimed dataset because it wasn't mentioned
- ③ somebody sent an email with your insights but forgot to give credit.

How to be more productive & collaborative

"ReFRAME the Problem"

How can I help you reach your goal?

"Start a Conversation"

Ask, are there any important things I should be considering?"

make sure you're "level-headed"

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> If you're feeling emotion, give yourself some time to clear your head.

> If you need to send an email, save it to draft and re-read the next day & then send.

> Understand the context.

Instead of saying:

There's no way I can do that in this time-frame

SAY: → I'd be happy to do that but I'll just take this amount of time.

→ x → x →

Nathan: Principle Data Analyst

Started very late with Data Analysis

Took the R course from coursera & attended Hackathons (Friday Dataset, Sunday Recommendation)

Pay attention to details!

& communicate them clearly

Teamwork makes dream work