**Learning Log: Ask SMART questions about real life data sources**

**Instructions**You can use this document as a template for the learning log activity: Consider how data analysts approach tasks. Type your answers in this document, and save it on your computer or Google Drive.

We recommend that you save every learning log in one folder and include a date in the file name to help you stay organized. Important information like course number, title, and activity name are already included. After you finish your learning log entry, you can come back and reread your responses later to understand how your opinions on different topics may have changed throughout the courses.

To review detailed instructions on how to complete this activity, please return to Coursera: [Learning Log: Ask SMART questions about real life data sources.](https://www.coursera.org/learn/ask-questions-make-decisions/supplement/8vBEt/learning-log-ask-smart-questions-about-real-life-data-sources)

| **Date:** <enter date> | **Course/topic:** Course 2: Ask Questions to Make Data-Driven Decisions | | |
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| **Learning Log:** Ask SMART questions about real life data sources | | |
| **Review your notes** | Before you begin your new entry, take a moment to locate and read the notes you took during your data conversation. Based on the answers to your well-prepared SMART questions, you should have a better context for your target audience now. Review those answers and start thinking about the following:   * Stakeholder’s business goals; in this case, the person you had a conversation with * Identifying the data needed to answer the SMART questions * Exploring what data the stakeholder already has * Determining the data that you don’t have, but need in order to answer the questions | | |
| **Reflection:** | Write 5-7 sentences (100-140 words) for each of the prompts below: | | |
| **Questions and responses:** | First, consider your data conversation and how it went. Write 5-7 sentences (100-140) words about your experience with your data conversation and using SMART questions. Here are some questions to help you get started:   * Was there anything challenging about getting the conversation started?   No because he is someone I know for long time and Yes because the topic on which we discuss is something which I don’t have experience on so it was difficult to ask and not able to understand some ideas or concept behind it.   * Were there questions you didn’t get to ask?   Yes, I did not ask the why question related to the sales data which would have give be better understanding and more context on it.   * Did you manage your time effectively?   Well I was able to ask all the question prepared and got the answer I need and discussion was success.   * Did you take notes? Are they as detailed as you need them to be?   Yes, most of the answer were in details but few questions weren’t don’t have the qualitative data that I need to add context to the question.   * Are you missing any information? Is there anything that you still find unclear or vague?   Yes, as mentioned above, there are few answer that did not have context to answer why behind the quantitative data.   * If you could do the conversation over again, is there anything you would change?   *Yes, I will more question to understand deeper around the question and should ask more why to get broder understanding of the question and need more follow up questions.*  Next, turn your attention to your notes and reflect on what you know about the data itself. Write 5-7 sentences (100-140 words) about the data sources that are potentially available for this project. Here are some questions to help you get started:   * What are the sources of data available for the project?   Survey, reviews, ratings, sales, customers, purchases   * Which data sources were qualitative and which were quantitative? Explain your answer.   Reviews in qualitative while others are quantitative.   * What decisions could you make when considering each data source separately? Could you make different decisions about the data if you combined it? If so, give an example.   Yes, if I consider only purchase data, I will only show which product has the best purchase and which has the lowest but combining with ratings and reviews data, I will know what I can do to improve the product and potentially gain more revenue.   * Is there any kind of data that isn’t available, but you would like to find? If so, what is it, and why would you like to know more about it?   *Yes, I will need the data about the area on which the store is located. Base on the location of store, it can generate more revenue by following the local festival or functions by updating goods in the inventory based on festival might needs.* | | |