

Communication Tips

Dienstag, 8. Juli 2025 16:51

Key Topics:

- + what are primary and secondary stakeholders?
- + what kind of people are in a team?
- + what people's needs and what people should I focus on?
- + who are the right people to contact?
- + how do I communicate correctly?
- + it is important to navigate expectations of others
 - ↳ give them enough information
- + set realistic project goals, so that people around you can plan, too
- + flag problems early for stakeholders (*when there is a delay*)

Tips for clear Data:

- **Compare the same types of data:** Data can get mixed up when you chart it for visualization. Be sure to compare the same types of data and double check that any segments in your chart definitely display different metrics.
- **Visualize with care:** A 0.01% drop in a score can look huge if you zoom in close enough. To make sure your audience sees the full story clearly, it is a good idea to set your Y-axis to 0.
- **Leave out needless graphs:** If a table can show your story at a glance, stick with the table instead of a pie chart or a graph. Your busy audience will appreciate the clarity.
- **Test for statistical significance:** Sometimes two datasets will look different, but you will need a way to test whether the difference is real and important. So remember to run statistical tests to see how much confidence you can place in that difference.
- **Pay attention to sample size:** Gather lots of data. If a sample size is small, a few unusual responses can skew the results. If you find that you have too little data, be careful about using it to form judgments. Look for opportunities to collect more data, then chart those trends over longer periods.

Share your Agenda before a meeting

Sample Agenda

Your name	Data Analysis Project
Phone	October 6, 2020 9:30 - 10:30 PST
Email	Group Meeting Room 1

Meeting attendees: Elon, Dae, Olivia, Kiri, Pedro

Reason for meeting: Project orientation. Set goals and draft timelines for the project.

Goals

- Read the meeting agenda
- Review project goals
- Plan project timelines

Questions

- Does anyone have any suggestions for the agenda?
- What sources of data have been identified and which variables will be tracked?
- What is the earliest milestone the team can schedule? What progress would the milestone mark?

Next steps

- What should we address in the next meeting?
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Datei auswählen
Keine ausgewählt

Glossary

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Terms and definitions for Course 2, Module 4

Cloud: A place to keep data online, rather than a computer hard drive

Reframing: Restating a problem or challenge, then redirecting it toward a potential resolution

Turnover rate: The rate at which employees voluntarily leave a company

Datei auswählen
Keine ausgewählt

>!Glossary!<

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A

Action-oriented question: A question whose answers lead to change

Algorithm: A process or set of rules followed for a specific task

Analytical skills: Qualities and characteristics associated with using facts to solve problems

Analytical thinking: The process of identifying and defining a problem, then solving it by using data in an organized, step-by-step manner

Attribute: A characteristic or quality of data used to label a column in a table

AVERAGE: A spreadsheet function that returns an average of the values from a selected range

B

Big data: Large, complex datasets typically involving long periods of time, which enable data analysts to address far-reaching business problems

Borders: Lines that can be added around two or more cells on a spreadsheet

Business task: The question or problem that data analysis resolves for a business

C

Cell reference: A cell or a range of cells in a worksheet typically used in formulas and functions

Cloud: A place to keep data online, rather than a computer hard drive

Context: The condition in which something exists or happens

COUNT: A spreadsheet function that counts the number of cells in a range that meet a specific criteria

D

Dashboard: A tool that monitors live, incoming data

Data: A collection of facts

Data analysis: The collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making

Data analysis process: The six phases of ask, prepare, process, analyze, share, and act whose purpose is to gain insights that drive informed decision-making

Data analyst: Someone who collects, transforms, and organizes data in order to draw conclusions, make predictions, and drive informed decision-making

Data analytics: The science of data

Data design: How information is organized

Data-driven decision-making: Using facts to guide business strategy

Data ecosystem: The various elements that interact with one another in order to produce, manage, store, organize, analyze, and share data

Data-inspired decision-making: Exploring different data sources to find out what they have in common

Data life cycle: The sequence of stages that data experiences, which include plan, capture, manage, analyze, archive, and destroy

Data science: A field of study that uses raw data to create new ways of modeling and understanding the unknown

Data strategy: The management of the people, processes, and tools used in data analysis

Data visualization: The graphical representation of data

Database: A collection of data stored in a computer system

Dataset: A collection of data that can be manipulated or analyzed as one unit

E

Equation: A calculation that involves addition, subtraction, multiplication, or division (also called a math expression)

F

Fairness: A quality of data analysis that does not create or reinforce bias

Fill handle: A box in the lower-right-hand corner of a selected spreadsheet cell that can be dragged through neighboring cells in order to continue an instruction

Filtering: The process of showing only the data that meets a specified criteria while hiding the

Date

...ing the process of entering any data into a spreadsheet using the rest

Formula: A set of instructions used to perform a calculation using the data in a spreadsheet

Function: A preset command that automatically performs a specified process or task using the data in a spreadsheet

G

Gap analysis: A method for examining and evaluating the current state of a process in order to identify opportunities for improvement in the future

H

Header: The first row in a spreadsheet that labels the type of data in each column

I

J

K

L

Leading question: A question that steers people toward a certain response

M

Math expression: A calculation that involves addition, subtraction, multiplication, or division (also called an equation)

Math function: A function that is used as part of a mathematical formula

MAX: A spreadsheet function that returns the largest numeric value from a range of cells

Measurable question: A question whose answers can be quantified and assessed

Metric: A single, quantifiable type of data that is used for measurement

Metric goal: A measurable goal set by a company and evaluated using metrics

MIN: A spreadsheet function that returns the smallest numeric value from a range of cells

N

O

Observation: The attributes that describe a piece of data contained in a row of a table

Open data: Data that is available to the public

Operator: A symbol that names the operation or calculation to be performed

Order of operations: Using parentheses to group together spreadsheet values in order to clarify the order in which operations should be performed

P

Pivot chart: A chart created from the fields in a pivot table

Pivot table: A data summarization tool used to sort, reorganize, group, count, total, or average data

Problem domain: The area of analysis that encompasses every activity affecting or affected by a problem

Problem types: The various problems that data analysts encounter, including categorizing things, discovering connections, finding patterns, identifying themes, making predictions, and spotting something unusual

Q

Qualitative data: A subjective and explanatory measure of a quality or characteristic

Quantitative data: A specific and objective measure, such as a number, quantity, or range

Query: A request for data or information from a database

Query language: A computer programming language used to communicate with a database

R

Range: A collection of two or more cells in a spreadsheet

Reframing: Restating a problem or challenge, then redirecting it toward a potential resolution

Relevant question: A question that has significance to the problem to be solved

Report: A static collection of data periodically given to stakeholders

Return on investment (ROI): A formula that uses the metrics of investment and profit to evaluate the success of an investment

Revenue: The total amount of income generated by the sale of goods or services

Root cause: The reason why a problem occurs

S

Scope of work (SOW): An agreed-upon outline of the tasks to be performed during a project

Small data: Small, specific data points typically involving a short period of time, which are useful for making day-to-day decisions

SMART methodology: A tool for determining a question's effectiveness based on whether it is specific, measurable, action-oriented, relevant, and time-bound

Sorting: The process of arranging data into a meaningful order to make it easier to understand, analyze, and visualize

Specific question: A question that is simple, significant, and focused on a single topic or a few closely related ideas

Spreadsheet: A digital worksheet

SQL: Refer to Structured Query Language

Stakeholders: People who invest time and resources into a project and are interested in its outcome

Structured Query Language: A computer programming language used to communicate with a database

Structured thinking: The process of recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying options

SUM: A spreadsheet function that adds the values of a selected range of cells

T

Technical mindset: The ability to break things down into smaller steps or pieces and work with them in an orderly and logical way

Time-bound question: A question that specifies a timeframe to be studied

Turnover rate: The rate at which employees voluntarily leave a company

U

Unfair question: A question that makes assumptions or is difficult to answer honestly

V

Visualization: (Refer to data visualization)

W

X

Y

Z

