Data Analytics

Business Case Challenge!

GENERAL ASSEMBLY

Where We're Headed

In this session, we'll:

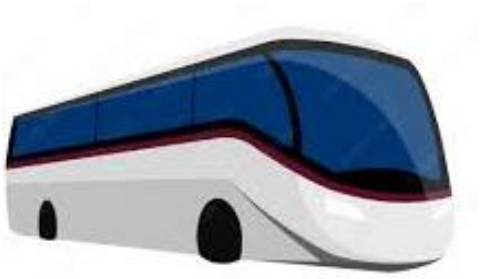
- Consider the Clark's Charters Business Case scenario.
- Scenario here: https://tinyurl.com/yy5bxmqt
- Evaluate and define Costs, Benefits and Risks.
- Research supporting industry facts, costs, standards or other industry "normals" for your analysis.
- Create a proposal for Clark's executives.
- **Team delivery** at 4pm CST/5pm EST each **~5 minutes!**

Introduction to Data Analytics

Business Case Presentation

Group Challenge | Divide & Conquer

- **Divide the Tasks:** Scribe, Researcher, PPT Creator, etc.
- **Recommendation:** Must be specific and actionable.
- **Support:** Discover secondary supporting information and cite in your presentation.
- **Freedom of Thought:** Think outside the box, be creative.
- **Pacing:** React to progress checks in Slack.



Project Work

Let’s get started with the Business Case! Delivery your insights in the Analtyical Framework:

- **Introduction**
- **Analytical Insights**
- **Conclusion**

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Project Work

Let's get started with the Business Case! Delivery your insights in the Analtyical Framework:

- **Introduction**
  - **Set Context**
    - Know & address your audience.
    - Introduce you and your team.
    - What problem (hypothesis) are you addressing?
  - **The Data** that you worked with:
    - **Description**: dictionary, source, collection methods.
    - **Assumptions**: made in the data or by the business.
    - **Limitations**: cleaning, business definitions, lack of, etc.
- Analytical Insights
- Conclusion

Project Work

Let's get started with the Business Case! Delivery your insights in the Analtyical Framework:

- Introduction
- **Analytical Insights**
  - **Exploration**
    - Profile of data
    - Initial insights
    - Impact of collection methods
  - **Analytical investigation (3-5 max)**
    - Key questions for analysis
    - Any surprises or insights?
- Conclusion

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Project Work

Let's get started with the Business Case! Delivery your insights in the Analtyical Framework:

- Introduction
- Analytical Insights
- **Conclusion**
  - **Summary of Observations drawn from data.**
    - Let the data do the talking!
    - Check for bias that might shape insights.
  - **Recommendations**, based on data observations.
    - Reiterate the original question / mission.
  - **Next Steps**, actions and resources
    - Step outside of current constraints, enumerate options that would increase the insights and/or a successful outcome.

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Introduction to Data Analytics

Let’s Get to Work!