

Overview

Now that you have been introduced to the role of a data analyst, pause for a moment and think about what you are learning. In this self-reflection, you will consider your thoughts about how industries use data and respond to brief questions.

This self-reflection will help you develop insights into your own learning and prepare you to connect your knowledge of a data analyst's responsibilities to real-world business scenarios. As you answer questions—and come up with questions of your own—you will consider concepts, practices, and principles to help refine your understanding and reinforce your learning. You've done the hard work, so make sure to get the most out of it: This reflection will help your knowledge stick!

How a business uses data

In this self-reflection, you'll consider the businesses you interact with day-to-day and reflect on how they use data to improve their customer experience.

Pick a company, service, or product that you've had personal experience with that uses data to improve its customer service. Some examples are local restaurants, health care providers, internet providers, or your favorite smartphone app.

Then, think of a specific customer experience problem this company, service or product might have that you suspect could be addressed with data. This could be something like a restaurant tracking sales of a new product, or internet service providers trying to figure out where outages occur.

Try to avoid broad problems and think of specific issues. A good example of a problem would be that the meal you ordered from a delivery service arrived cold.

Question 1

Reflection

Consider the company, service, or product you chose in this reflection:

- How could it use data to improve customer experience?
- What kinds of data would it need to collect?
- How could insights from that data solve a problem?

Now, write 2-3 sentences (40-60 words) in response to each of these questions. Enter your response in the text box below.

Great work reinforcing your learning with a thoughtful self-reflection! A strong reflection on this topic would consider how a specific kind of data can help a company, product, or service improve its customer service experience.

For example, consider a restaurant that delivers cold food to customers. More data about the delivery process, such as the average delivery time or the average number of daily deliveries, could help the restaurant streamline the process and deliver food on time.

Data analytics helps businesses make better decisions, but getting there is a process. It begins with analyzing a business problem, identifying data about that problem, and then using data analysis to arrive at an answer. Sometimes you get an answer that solves your business problem, but it's often just as likely that you discover other questions to investigate further.