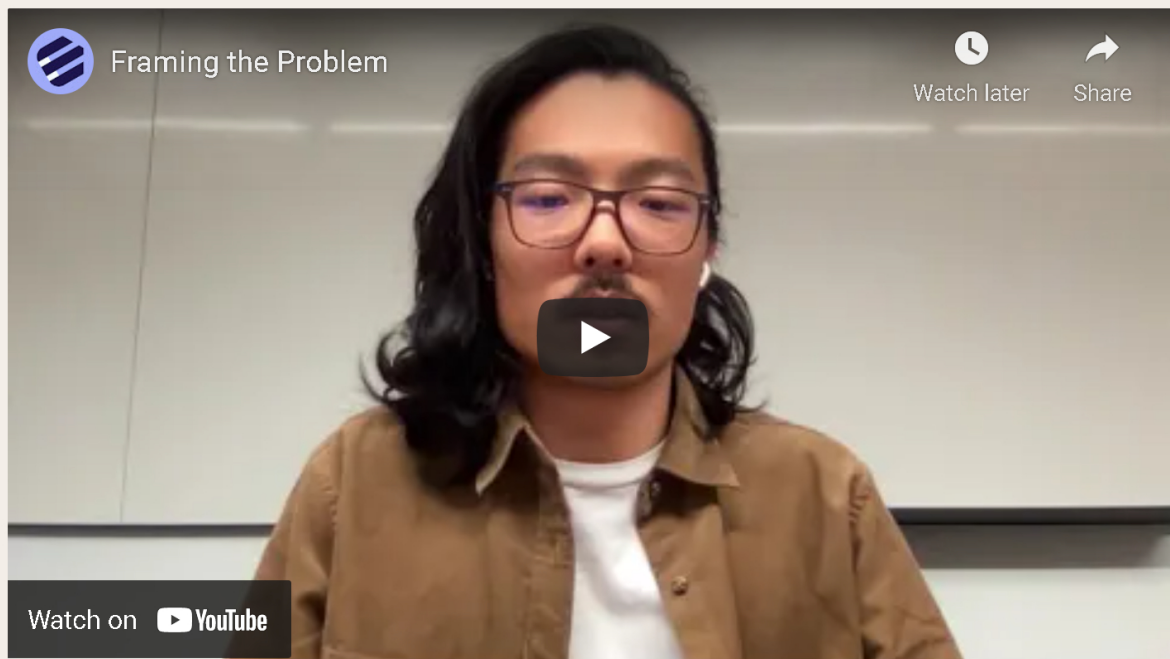




Module 2: Framing the Problem

Mission 2.1 - Framing the Problem



Analytic problem framing involves translating the business problem into terms that can be addressed analytically with data and modelling.

When framing a problem, remember to:


1. Get to the root of the business problem (sometimes the business talks solutions instead of problems)
2. Get a gauge of what the timelines are supposed to be and how much funding there is (if possible).
3. Understand where the data sits.

Task

Read or download the Business Problem below.

You're a Data Analyst working for the education tech company Udemy. You have been asked by your manager, Head of Curriculum at Udemy, to present the data on course revenue, and you have been provided with data on courses from different topics to understand where opportunities to increase revenue may lie, and track the performance of courses.

Your manager has suggested encouraging Web Development courses to charge more because she believes that these are the most popular courses. She needs to send a report to the CEO in the next three weeks on how they will increase their next quarterly earnings.

 Data Analyst Business Problem.docx 284.7KB

Answer the following:

- What is the business problem?
- How long do you have to work on this project?
- What data should be collected to understand this problem? How should it be presented?
- What questions would you ask to better understand the business problem?

Answer these questions and add your answers to the box below.

Submission

Mission 2.1 - Framing the Problem

*Required

What is your email address? (Make sure this is correct so that we can track your submission) *

Your answer

What is the business problem? *

Your answer

How long do you have to work on this project? *

Your answer

What data should be collected to understand this problem? How should it be