

Econ 4350/8316 - Business Intelligence and Reporting

Welcome to Class!

Who Am I?

Dusty White, PhD

- From the Econ Department
- I LOVE data, and using it to tell stories

Some Current Work

- Using Machine Learning to determine who committed unclaimed terrorist attacks
- Studying the effect of teacher strikes on high-school graduation
- Measuring how NFL expansion franchises affect profits of other franchises

What is the class about?

- Using data to tell stories
- Communicating data to stakeholders

What do I expect from you?

- Ask Questions!
- Experiment!
- Be willing to feel awkward

What should you expect from me?

- Prompt responses
- I will focus on the topics you express interest in
- I will be available through Slack as much as possible

If you struggle

Reach out to me! The sooner you tell me, the sooner we can find a solution!

- I can (and will!) help you find support, even if the problem isn't about class!

Canvas, Syllabus, Assignments, and Grades

Let's go take a look...

Introduction to Reporting

Reporting

- Reporting sounds boring, right?
- How often do you write reports just before they are due?



Reframe Reporting

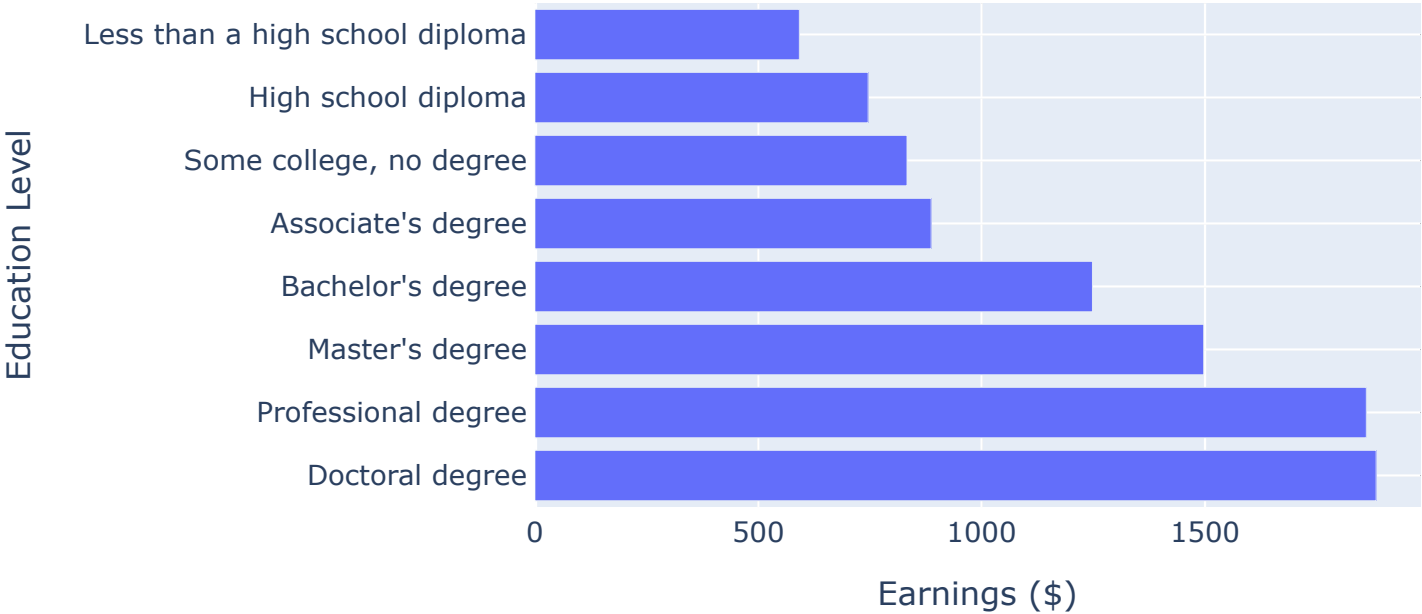
- Do you like stories?
- What is your favorite story?

Reframe Reporting

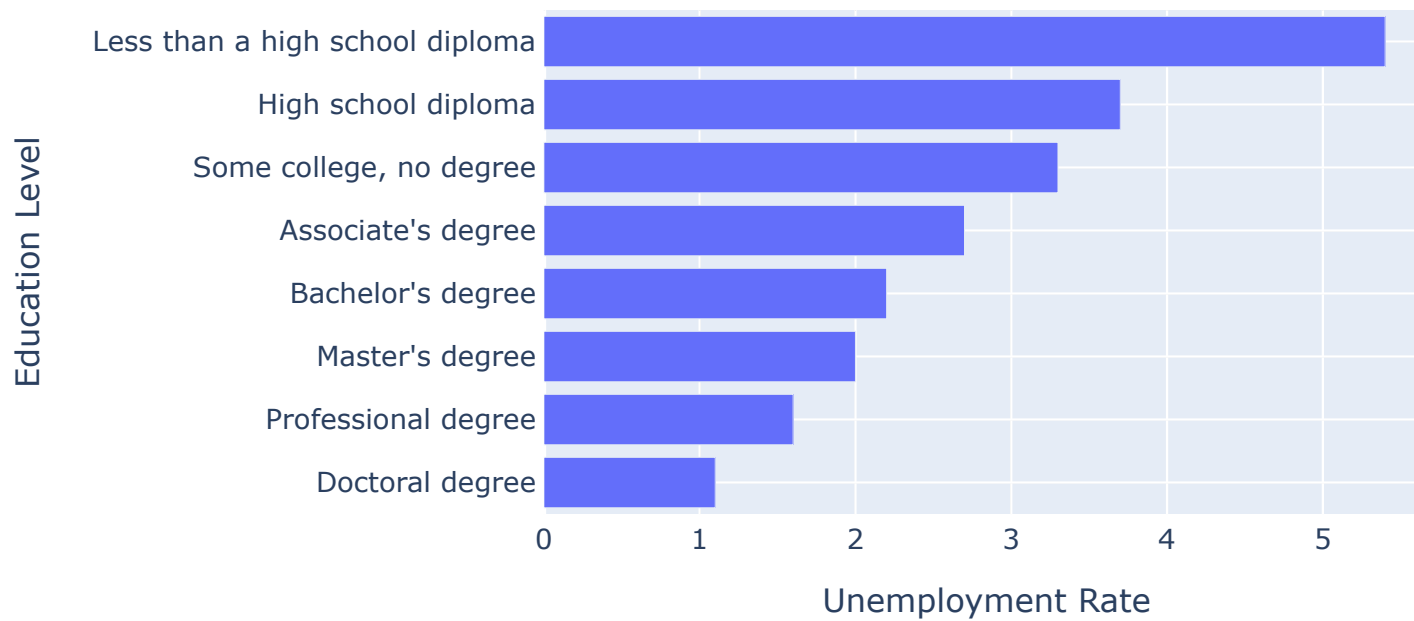
- Reporting is our chance to tell stories with data
- As we practice we will be able to sell our vision of the data to stakeholders

The Benefits of College Education - A Short Story

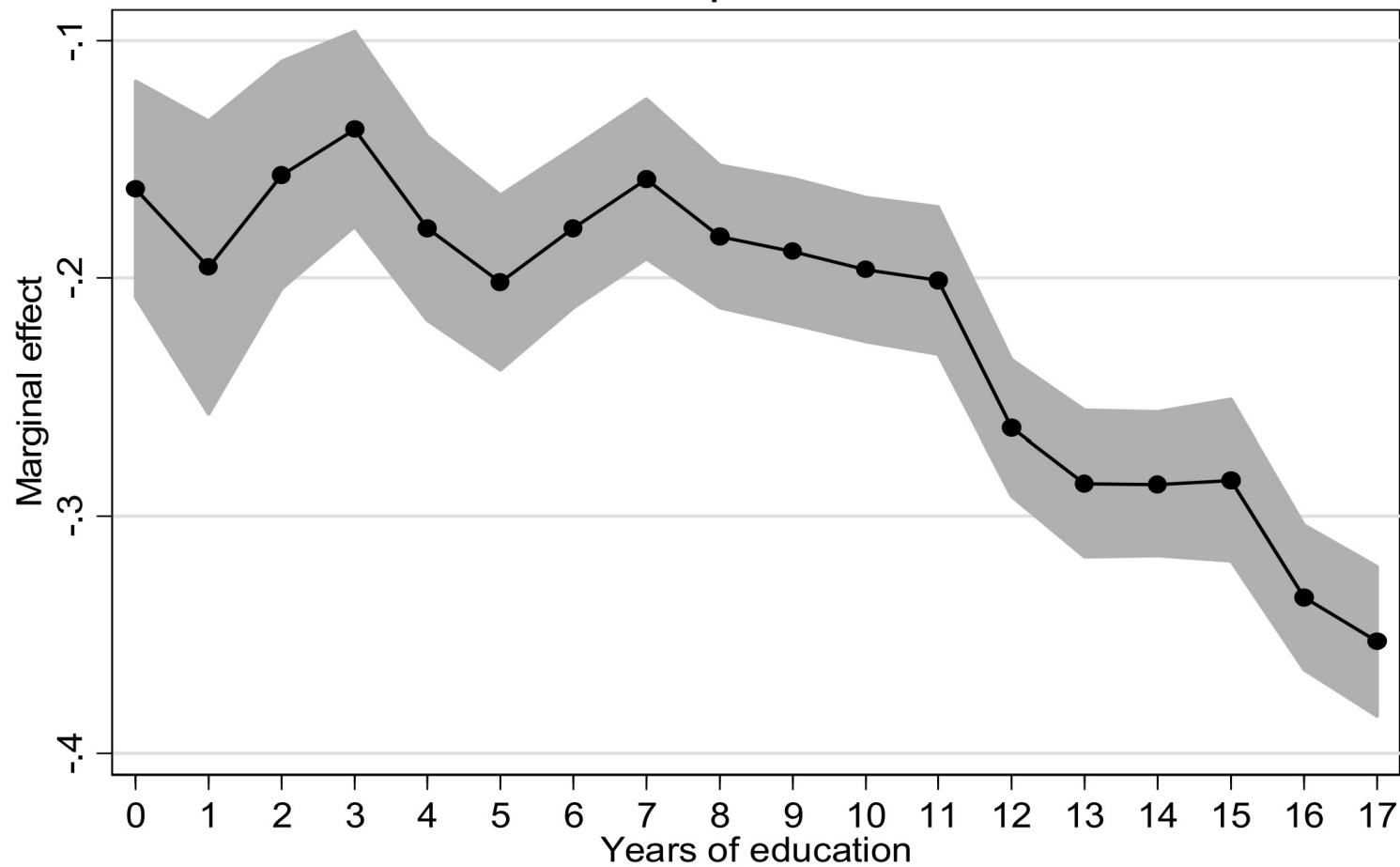
Median Weekly Earnings by Education Level



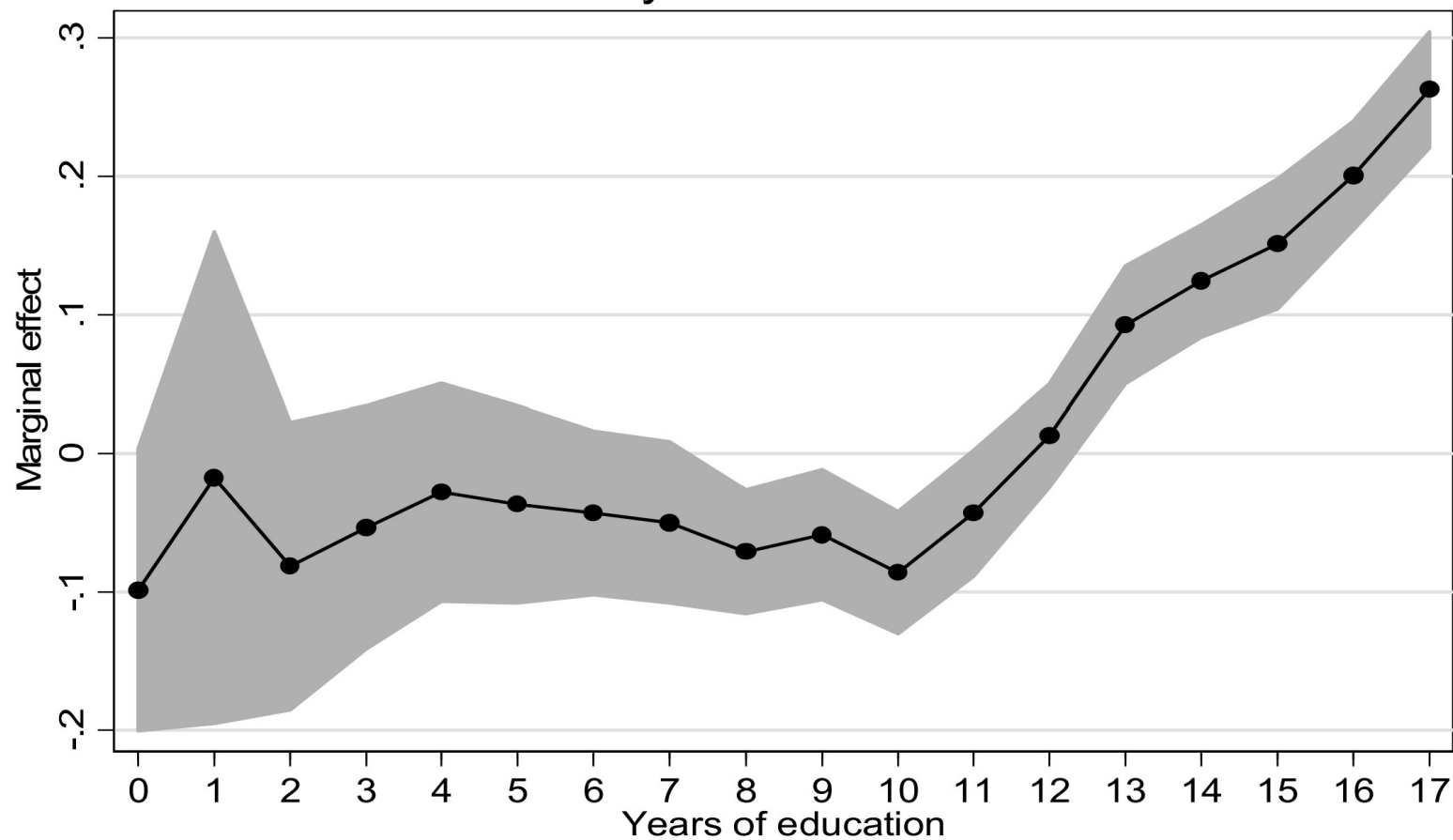
Unemployment Rate (%) by Education Level



Fair or poor health



Always wear seat belt



What Kinds of Reporting?

- Dashboards
- Presentations
- Written Reports

Today, Dashboards

Tomorrow, the World