Econ 4350/8316 - Business Intelligence and Reporting

Welcome to Class!

Who Am I?

Dusty White, PhD (he/him/his)

- 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 (it's going to happen to all of us!)

What should you expect from me?

- Prompt responses

- I will focus on the topics you express interest in

- I will be available on Aula as much as possible during the week to answer questions

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?

So why do we even create reports?

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
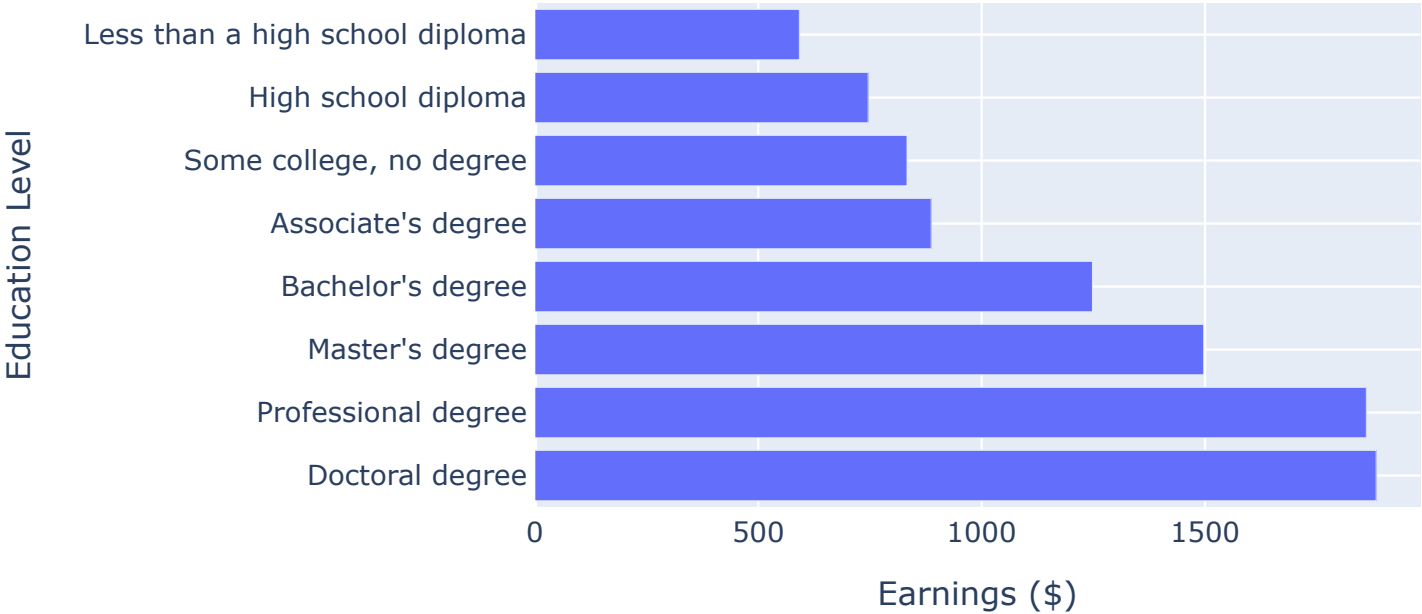
Reframe Reporting

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

Take 5 minutes to think about favorite story, and then we will take a turn telling them
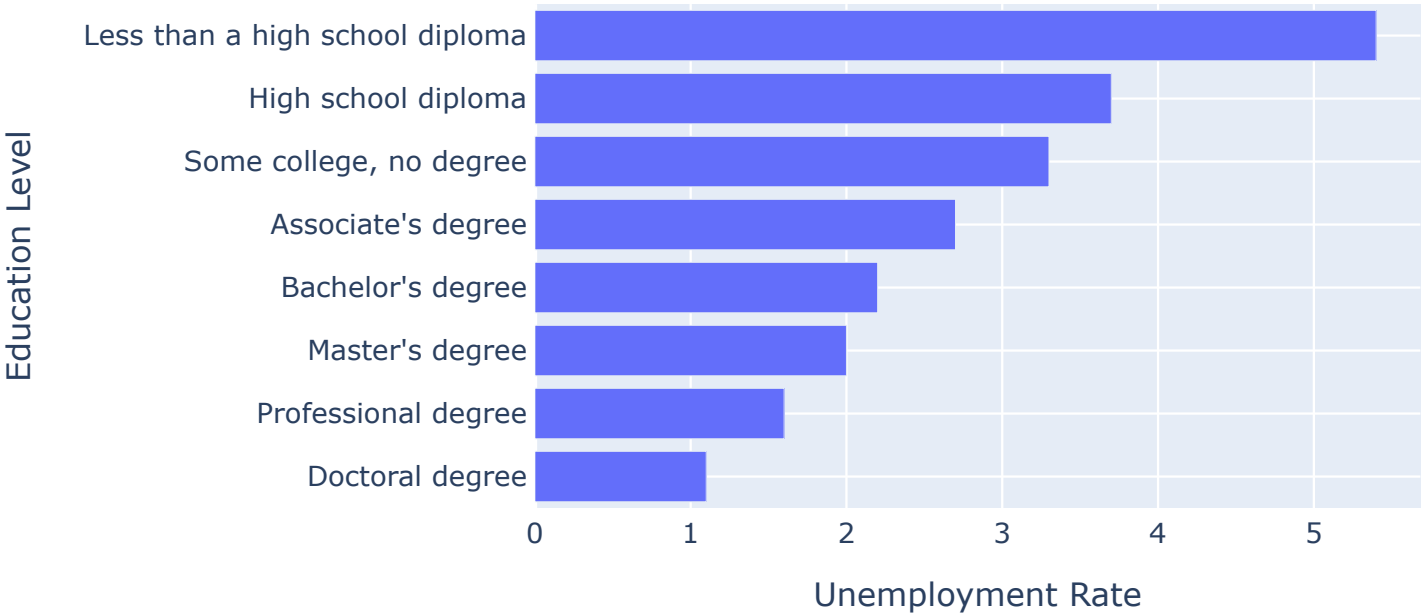
You'll have ~3 minutes

The Benefits of College Education - A Short Story
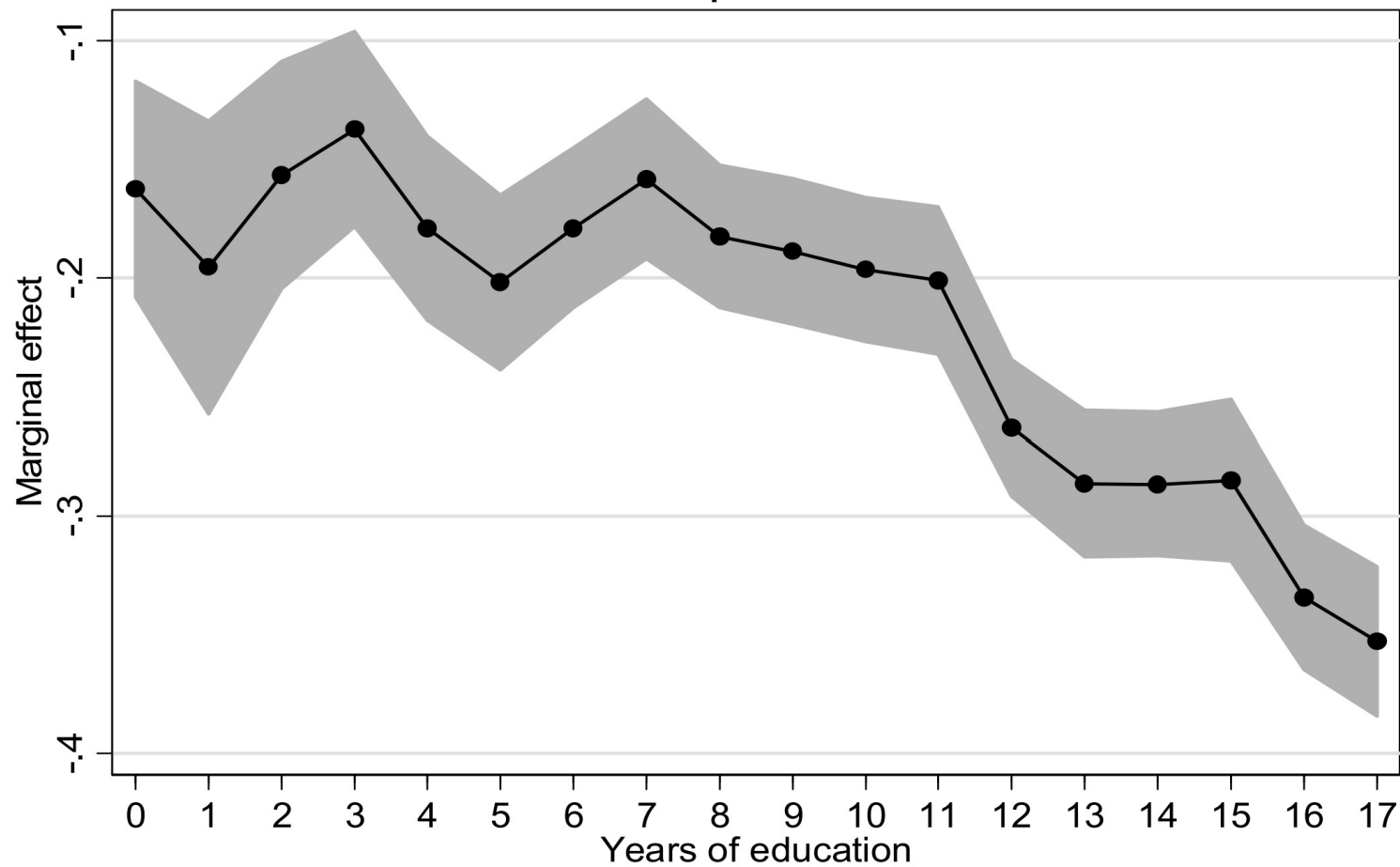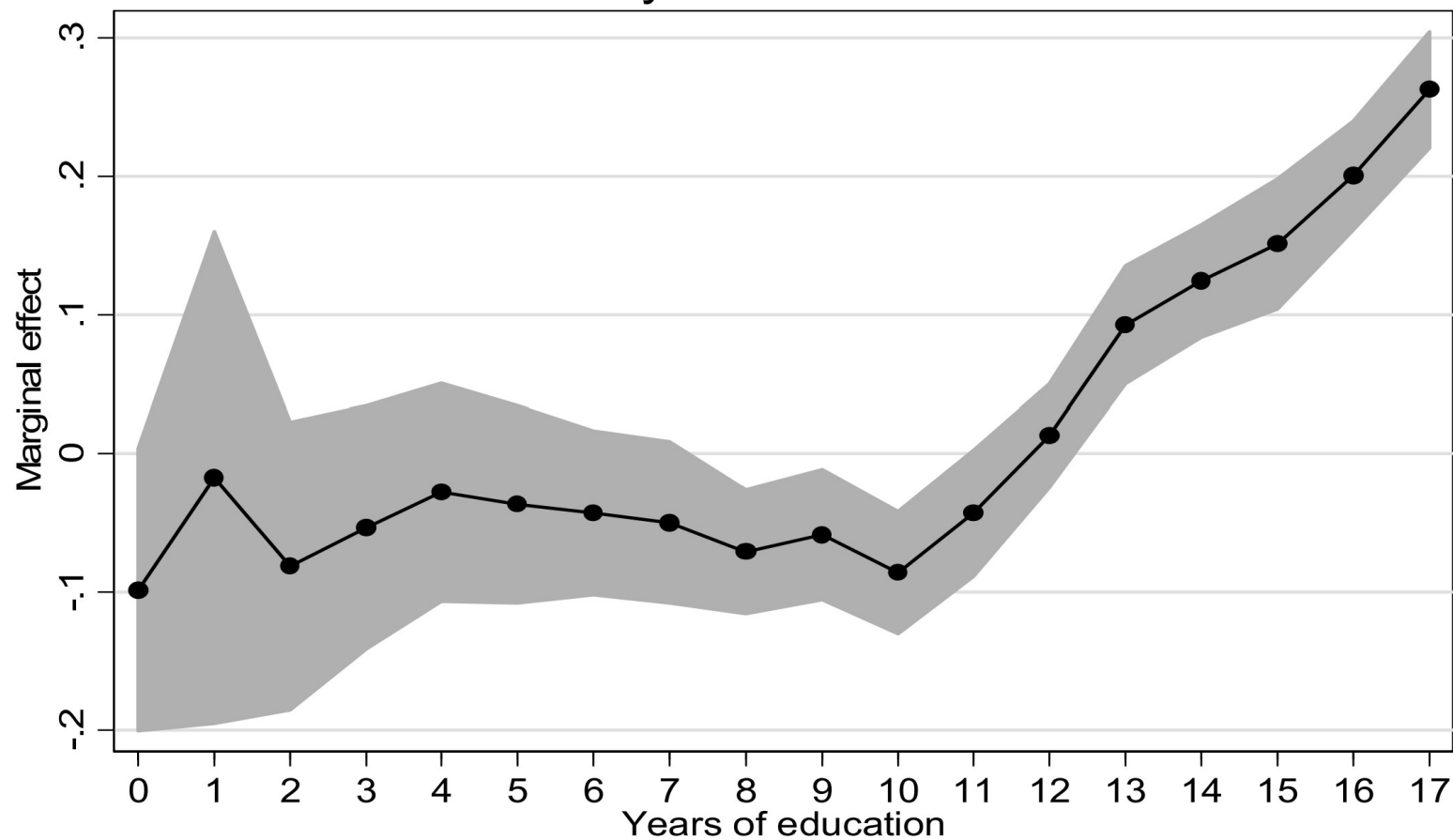
Median Weekly Earnings by Education Level

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 (also, more dashboards)