# 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 Discord 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
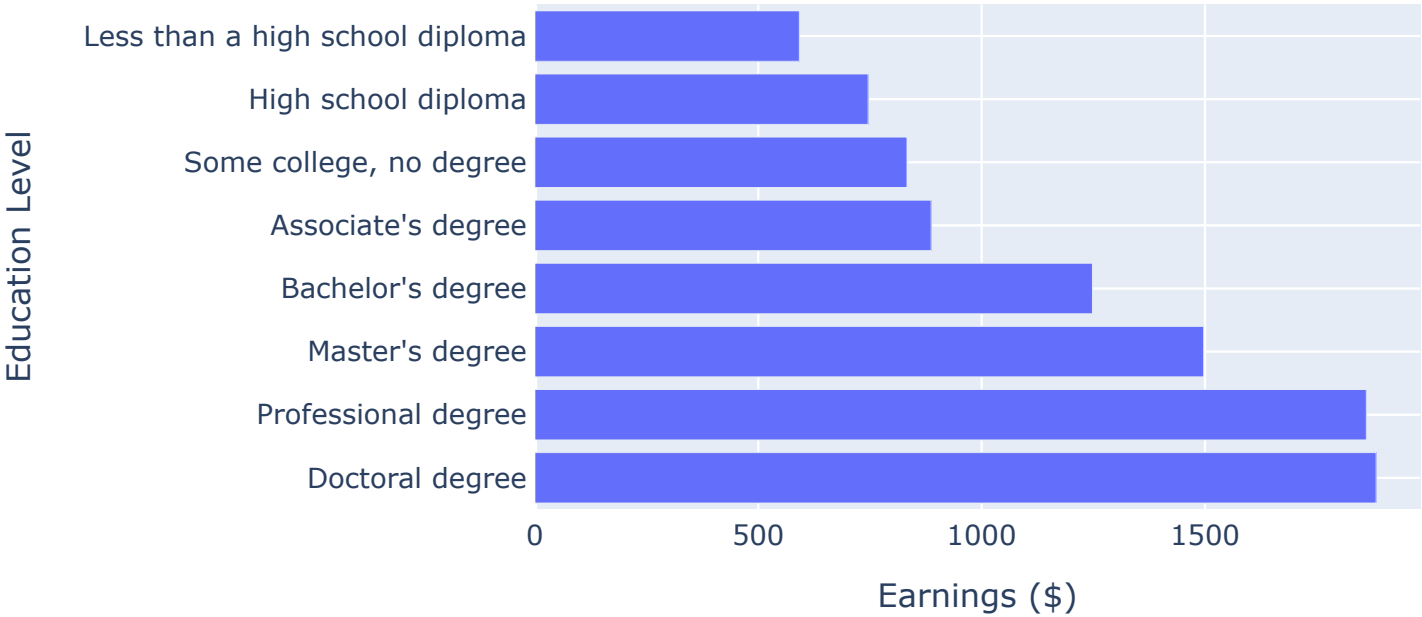
# Reframe Reporting

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

# Take 5 minutes to talk about your favorite story with a classmate, and then we will take volunteers to share with the whole class
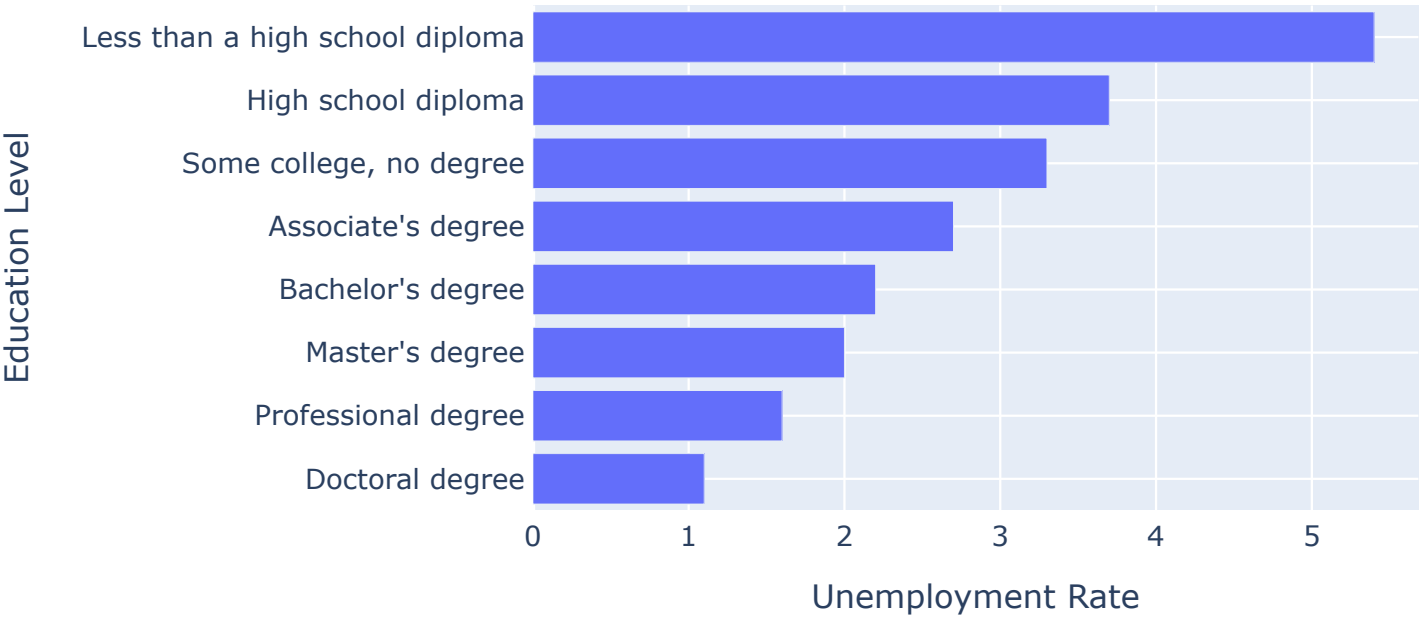
You'll have ~3 minutes

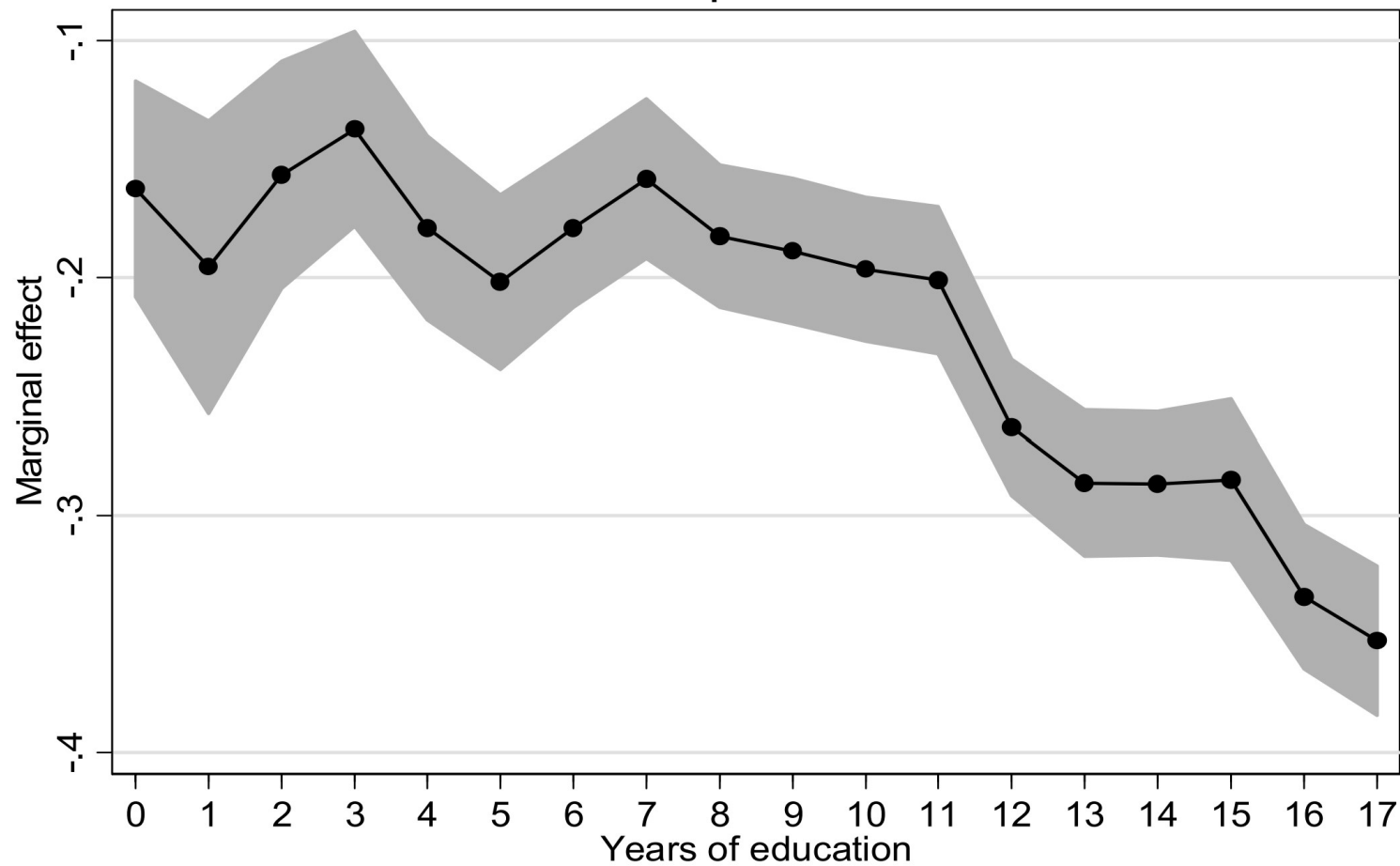# The Benefits of College Education - A Short Story
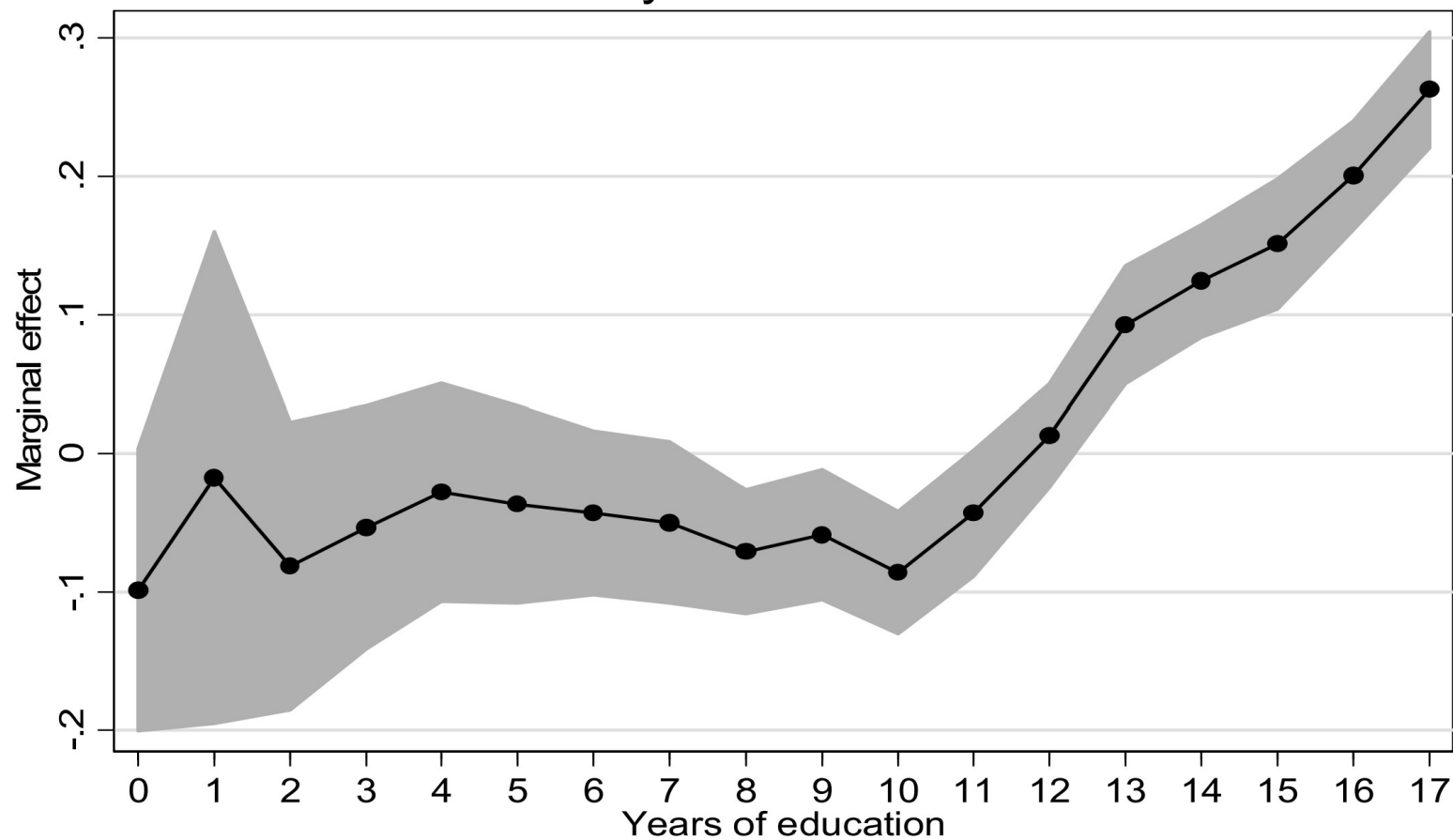
# Median Weekly Earnings by Education Level

# Unemployment Rate (%) by Education Level

Fair or poor health

Always wear seat belt

# What Kinds of Reporting?

- Dashboards

- Presentations

- Written Reports

# Today, Storytelling

Tomorrow, the [corporate?] world!

# For lab:

Decide what you want to work on for the course wiki! Maybe find some people you'd like to work with, too!