

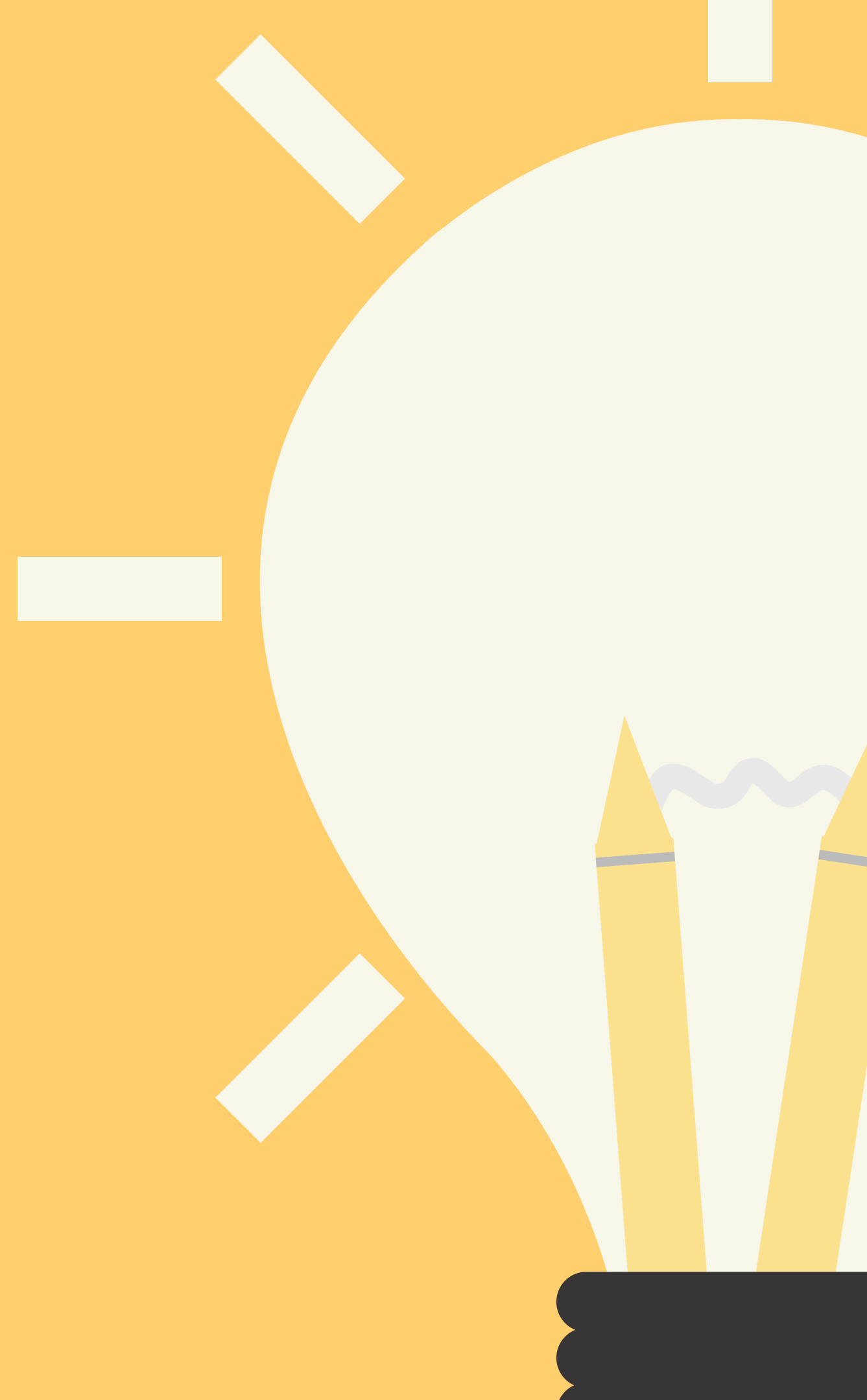
# STRUCTURED THINKING

SHARPEN YOUR ANALYTICAL EDGE:  
EMBRACE STRUCTURED THINKING



# **THE POWER OF STRUCTURE: DEMYSTIFYING DATA WITH STRUCTURED THINKING**

**YASSER A. RAHMAN**



# WHAT IS STRUCTURED THINKING?



- Structured thinking is a systematic approach to problem-solving.
- It involves breaking down complex issues into smaller, more manageable parts.
- This framework allows for clear analysis, identification of root causes, and development of effective solutions.
- It emphasizes critical thinking, logic, and reasoning to arrive at well-supported conclusions.

# WHY IS STRUCTURED THINKING IMPORTANT?



Structured thinking enhances efficiency in data analysis.



It saves time by focusing efforts on the most relevant aspects of a problem.



It reduces errors by promoting a more systematic and meticulous approach.

# EXAMPLE 1: DECLINING WEBSITE TRAFFIC



**PROBLEM: WEBSITE  
TRAFFIC HAS BEEN  
STEADILY DECLINING  
FOR THE PAST  
MONTH.**

# EXAMPLE 1: DECLINING WEBSITE TRAFFIC



YASSER A. RAHMAN

- Define the problem: Clearly define the drop in traffic and its impact.
- Identify root causes: Analyze user behavior data, website analytics, and search trends.
- Develop solutions: Test potential solutions like SEO optimization, content refresh, or user interface improvements.
- Evaluate: Monitor website traffic after implementing solutions and refine strategies as needed.
-

## EXAMPLE 2: INCREASING CUSTOMER CHURN



**PROBLEM: THE  
COMPANY IS  
EXPERIENCING A  
CONCERNING RISE IN  
CUSTOMER CHURN  
RATE.**



# EXAMPLE 2: INCREASING CUSTOMER CHURN



- Define the problem: Clearly define the churn rate and its financial impact.
- Identify root causes: Analyze customer satisfaction surveys, support tickets, and usage data.
- Develop solutions: Develop and test solutions based on identified causes, such as improved customer service, loyalty programs, or targeted product offerings.
- Evaluate: Monitor churn rate after implementing solutions and refine strategies based on the results.



# DATA ANALYSIS THINKING SKILLS

- 01 Structured Thinking
- 02 Analytical Thinking
- 03 Critical Thinking



# 01 **STRUCTURED THINKING**

## Structured Thinking: Building the Foundation

- Structured thinking is like building a house.
- It involves a systematic approach, breaking down problems into manageable steps.
- It emphasizes organization, clear definitions, and a logical flow.
- It provides a framework for analysis and decision-making.



02

# ANALYTICAL THINKING

Analytical Thinking: Deep Dive into Data.

- Analytical thinking involves scrutinizing data to extract meaning and identify patterns.
- It uses logic, reasoning, and statistical techniques to uncover trends and relationships.
- It enables the transformation of raw data into actionable insights.





# 03

# CRITICAL THINKING

Critical Thinking: Questioning Assumptions and Evaluating Evidence.

- Critical thinking involves questioning assumptions, evaluating evidence, and identifying potential biases.
- It encourages considering alternative perspectives and potential flaws in the analysis.
- It ensures sound conclusions are drawn based on reliable information.



# **THE WINNING TRIO: A SYNERGY OF THINKING STYLES**



- Structured thinking provides a framework for the analysis.
- Analytical thinking extracts meaning and insights from data.
- Critical thinking ensures sound conclusions based on reliable evidence.
- All three work together for effective data analysis.

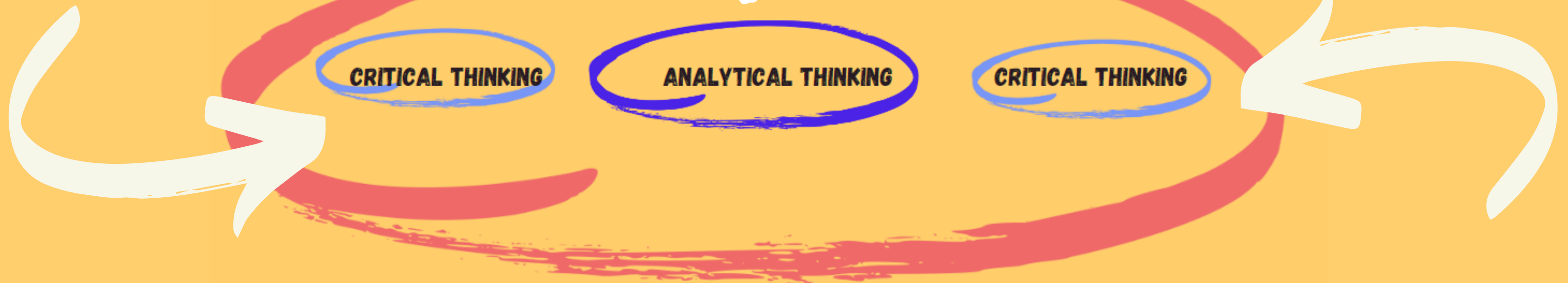
# ANALYTICS PROJECT TIMELINE



**ANALYSIS PHASE**



**PROJECT START**



**STRUCTURED THINKING**

**PROJECT CLOSURE**

