**Learning Log: Ask SMART questions about real life data sources**

**Instructions**You can use this document as a template for the learning log activity: Consider how data analysts approach tasks. Type your answers in this document, and save it on your computer or Google Drive.

We recommend that you save every learning log in one folder and include a date in the file name to help you stay organized. Important information like course number, title, and activity name are already included. After you finish your learning log entry, you can come back and reread your responses later to understand how your opinions on different topics may have changed throughout the courses.

To review detailed instructions on how to complete this activity, please return to Coursera: [Learning Log: Ask SMART questions about real life data sources.](https://www.coursera.org/learn/ask-questions-make-decisions/supplement/8vBEt/learning-log-ask-smart-questions-about-real-life-data-sources)

|  |  |
| --- | --- |
| **Date:** <enter date> | **Course/topic:** Course 2: Ask Questions to Make Data-Driven Decisions |
| **Learning Log:** Ask SMART questions about real life data sources |
| **Review your notes** | Before you begin your new entry, take a moment to locate and read the notes you took during your data conversation. Based on the answers to your well-prepared SMART questions, you should have a better context for your target audience now. Review those answers and start thinking about the following:   * Stakeholder’s business goals; in this case, the person you had a conversation with * Identifying the data needed to answer the SMART questions * Exploring what data the stakeholder already has * Determining the data that you don’t have, but need in order to answer the questions |
| **Reflection:** | Write 5-7 sentences (100-140 words) about data sources discussed during your real-life data conversation. |
| **Questions and responses:** | First, consider your data conversation and how it went. Here are some questions to help you get started:   * Was there anything challenging about getting the conversation started? * Were there questions you didn’t get to ask? * Did you manage your time effectively? * Did you take notes? Are they as detailed as you need them to be? * Are you missing any information? Is there anything that you still find unclear or vague? * If you could do the conversation over again, is there anything you would change?   *1. Was there anything challenging about getting the conversation started?*  *The initial conversation with Luu Quang Linh wasn't particularly challenging, as we both share an interest in data-driven marketing. However, focusing the discussion on specific aspects of data analysis required some effort to ensure we stayed on track.*  *2. Were there questions you didn’t get to ask?*  *Yes, due to time constraints, I couldn't ask all the questions I had prepared. Some questions related to data sources and specific metrics had to be skipped.*  *3. Did you manage your time effectively?*  *Managing time effectively was a bit challenging. While I had a list of SMART questions prepared, it was essential to gauge the conversation's flow and adapt accordingly. Some questions required more in-depth discussions, which impacted the overall timing.*  *4. Did you take notes? Are they as detailed as you need them to be?*  *I did take notes during our conversation, but in hindsight, they could have been more detailed. There were specific data source details and nuances that I missed capturing, which would have been valuable for future reference.*  *5. Are you missing any information? Is there anything that you still find unclear or vague?*  *Based on our conversation, I have a clearer understanding of their data sources and goals. However, there is room for more clarity regarding their data collection processes and the specific qualitative data they gather.*  *6. If you could do the conversation over again, is there anything you would change?*  *If given the opportunity for a do-over, I would allocate more time for in-depth discussions about specific data sources, especially their qualitative data collection methods. Additionally, I would ensure all my prepared questions were addressed to gather a more comprehensive picture of their data-driven marketing efforts.*  Next, turn your attention to your notes and reflect on what you know about the data itself:   * What are the sources of data available for the project? * Which data sources were qualitative and which were quantitative? Explain your answer. * What decisions could you make when considering each data source separately? Could you make different decisions about the data if you combined it? If so, give an example. * Is there any kind of data that isn’t available, but you would like to find? If so, what is it, and why would you like to know more about it?   *1. What are the sources of data available for the project?*  *During the conversation with Luu Quang Linh, I learned that the primary sources of data for their Mid-autumn festival campaign include customer surveys and feedback forms submitted through their website and social media platforms. They also collect sales data from their online store and physical retail locations. These sources provide both qualitative and quantitative data.*  *2. Which data sources were qualitative and which were quantitative? Explain your answer.*  *Customer surveys and feedback forms are qualitative data sources because they capture subjective opinions, sentiments, and open-text responses. In contrast, sales data, including sales figures, customer counts, and transaction amounts, is quantitative because it involves numerical measurements.*  *3. What decisions could you make when considering each data source separately? Could you make different decisions about the data if you combined it? If so, give an example.*  *- When considering each data source separately, we can make the following decisions:*  *- Qualitative Data (Surveys and Feedback): This data can help identify customer preferences, pain points, and areas for improvement. Decisions might include adjusting marketing strategies, product offerings, or customer service processes based on feedback.*  *- Quantitative Data (Sales Data): This data provides insights into revenue trends, popular products, and sales channel effectiveness. Decisions may involve optimizing inventory, pricing strategies, or allocation of marketing budgets.*  *Combining both data sources could lead to more informed decisions. For instance, if qualitative data reveals that customers express frustration about product availability during the festival, and quantitative data shows declining sales during specific timeframes, the company can correlate this information to ensure they stock enough of the in-demand products during peak festival periods.*  *4. Is there any kind of data that isn’t available, but you would like to find? If so, what is it, and why would you like to know more about it?*  *One type of data that wasn't explicitly mentioned during our conversation is competitor data. It would be valuable to know more about competitors' marketing strategies, product offerings, and customer satisfaction levels. Understanding the competitive landscape can help in benchmarking and making strategic decisions to stay ahead in the market.* |
|  |  |