**Learning Log: Define problems and ask questions with data**

**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: Define problems and ask questions with data](https://www.coursera.org/learn/ask-questions-make-decisions/supplement/guGix/learning-log-define-problems-and-ask-questions-with-data).

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| **Date:** <2023-11-16> | **Course/topic:** Course 2: Ask Questions to Make Data-Driven Decisions |
| **Learning Log:** Define problems and ask questions with data |
| **Summarize your findings** | Create a summary of key information you think a stakeholder would need to know about this project. In this case, your stakeholder could be a member of the executive team, like a project manager. Here are some questions to help you get started:   * What is the problem? * Can it be solved with data? If so, what data? * Where is this data? Does it exist, or do you need to collect it? * Are you using private data that someone will need to give you access to, or publicly available data? * Who are the relevant sponsors and stakeholders for this project? Who is involved, and how? * What are the boundaries for your project? What do you consider “in-scope?” What do you consider “out-of-scope?” * Is there any other information you think is relevant to the project? * Is there any information you need or questions you need answered before you can begin? |
| **Reflection:** | Write 5-7 sentences (100-140 words) summarizing the key questions, the data available, and the answers or insights you have gained so far |
| **Questions and responses:** | **What is the problem?**   * The problem is identified as inefficiencies in the agency management process at Medici Insurance, particularly in areas such as resource attraction, onboarding, and hierarchy management. These inefficiencies impact the growth and revenue of the insurance agency.   **Can it be solved with data? If so, what data?**   * Yes, the problem can be addressed through data analysis. Relevant data includes historical performance metrics of the agency, recruitment and onboarding data, sales data, and any available customer feedback related to agent performance.   **Where is this data? Does it exist, or do you need to collect it?**   * The data is likely available within Medici Insurance's internal databases and systems. However, a comprehensive analysis may require collecting additional data, such as feedback surveys and external market data.   **Are you using private data that someone will need to give you access to, or publicly available data?**   * The primary source is internal and may involve private data. Access permissions may be needed to retrieve specific datasets. External market data may also be utilized.   **Who are the relevant sponsors and stakeholders for this project? Who is involved, and how?**   * The key sponsors include investors, the President, the Board of Directors, and executives from the Operations Department at Medici Insurance. Stakeholders involve various levels of management, data analysts, and the IT department.   **What are the boundaries for your project? What do you consider “in-scope?” What do you consider “out-of-scope?”**   * In-scope: Analyzing agency processes, identifying inefficiencies, proposing optimizations, and recommending strategies for improved resource allocation. * Out-of-scope: Detailed financial analysis beyond the scope of agency operations, unrelated issues not directly impacting agency management.   **Is there any other information you think is relevant to the project?**   * It would be essential to gather information on industry benchmarks, competitor strategies, and market trends to provide a comprehensive context for the analysis.   **Is there any information you need or questions you need answered before you can begin?**   * Clarification on specific data access permissions, availability of historical data, and any predefined constraints on the analysis.   **Reflection:**  After considering the key questions, it is evident that the project's success relies on a thorough understanding of existing agency processes, collaboration with relevant stakeholders, and access to comprehensive datasets. The defined boundaries help narrow down the focus to areas directly impacting agency management, ensuring a targeted and effective analysis. |