

Course: Mission Control: Master Your Data, Metrics & Money

Lesson 7: How to "Read" Your Data for Actionable Intel

1. Core Concept & Learning Objective

Core Concept (149 words): This lesson is where you use your new "Mission Control" dashboards (L3, L4, L5). You have the "data." Now you must learn to "read" it. "Data" is just "the answer" to a "question." This lesson teaches you how to "ask" the right questions. You will learn to stop "data-judging" (e.g., "My 'conversion rate' is 1%. I'm a failure.") and start "data-diagnosing" (e.g., "My 'conversion rate' is 1%. *Why?* I will 'A/B test' my 'headline' (C5, L7)."). This is how you "read" your data—you "spot" a "trend" (a 'leak') and "ask" a "question" (a 'fix').

Learning Objective: By the end of this lesson, you will be able to analyze your new dashboards, differentiate between a "trend" and a "fluke," and identify one "real problem" (a 'leak') and one "hidden opportunity" (a 'win') in your business data.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Data-Judger' vs. The 'Data-Diagnostician'"

- Type: Case Study Analysis
- Time: 15 minutes
- Instructions:
 1. Read the two scenarios (both founders have the same "data"):
 - Data: "Sales Page 'Conversion Rate' is 0.5%."
 2. 'Founder A' (The 'Data-Judger'): "My 'Conversion Rate' is 0.5%. This is terrible. I'm a failure. My product is bad. I give up." (The "data" is a "judgment" on her).
 3. 'Founder B' (The 'Data-Diagnostician'): "My 'Conversion Rate' is 0.5%. This is the 'leak' (L3). The 'data' is 'diagnosing' a *problem* with my 'sales page'

(C5, L7). My 'headline' must be wrong. I will test a new 'headline' (Activity 2)." (The "data" is a "diagnostic" of the system).

4. In the text box, answer: "Which founder will 'win' in 6 months, and why? What is the difference between 'judging' and 'diagnosing'?"

- **Expected Outcome:** An "a-ha" moment that "data" is *not* "personal." It's just a "diagnostic" tool (like a "check engine" light) telling you *what* to "fix."

Activity 2: Strategic Exercise: "Asking 'Why?' (The 'A/B Test' Plan)"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
 1. "A/B Testing" is how you "ask" a "question." You "test" "A" (the 'Control') against "B" (the 'Variable').
 2. Open the "A/B Test Plan" (worksheet).
 3. **The "Data" (The 'Leak')**: "My 'Lead Conversion Rate' (L3) is low (2%)."
 4. **The "Diagnosis" (The 'Problem')**: "My 'Headline' (C5, L7) must be 'unclear'."
 5. **The "Question" (The 'Test')**: "I 'bet' a 'clearer' headline will 'win'."
 6. **Your Task: Define the "A/B Test."**
 - **A (Control):** "My *current* headline."
 - **B (Variable):** "My *new, clearer* headline (from C5, L7)."
 7. *Fill in the blank for your own "leak."*
- **Expected Outcome:** A "scientific" (data-driven) "plan" for fixing a "leak." You aren't "guessing"; you are "testing."

Activity 3: Strategic Exercise: "Finding the 'Hidden Opportunity'"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
 1. "Reading data" is also about *finding wins*.
 2. Your task: "Read" this "Sales by Source" (L4) data.

- Total Sales: \$10,000
 - Sales from 'Instagram' (Source A): \$8,000 (80% of sales!)
 - Sales from 'TikTok' (Source B): \$2,000 (20% of sales!)

3. Now, look at your "Effort" (Time spent):

- Time spent on 'Instagram': 5 hours/week.
- Time spent on 'TikTok': 20 hours/week.

4. In the text box, answer: "What is the 'Hidden Opportunity' (the 'Win')?

What is the 'Data-Driven Decision' (L8) you must make?"

- **Expected Outcome:** An "a-ha" moment. The "data" says: "Stop 'TikTok' (high-effort, low-sales) and 'double-down' on 'Instagram' (low-effort, high-sales)."

Activity 4: "My #1 'Leak' or 'Win'" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. Look at your "Dashboards" (L3, L4, L5).
 2. Go to the community discussion board.
 3. **Post:** "I 'read' my data. My #1 'Leak' (or 'Win') is:"
 4. **Example (Leak):** "My 'Leak' is my 'Net Profit Margin' (L5). It's 10%. My 'Expenses' (L5) are the 'leak'!"
 5. **Example (Win):** "My 'Win' is my 'AOV' (L4). My 'Order Bump' (C5, L10) is 'converting' at 50%!"
 6. Reply to one other student's "Leak" or "Win."
- **Expected Outcome:** Proof that you can *read* your own "data" to "diagnose" your own "business."

3. Assignment & Project Milestone

Assignment: My "Data-Driven Decisions" Report (Component 7 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or Notion doc "Report."

- **Description:** This is your first "CEO" report *to yourself*. You will "read" your 3 dashboards (L3, L4, L5) and "diagnose" your #1 "Leak" (Problem) and your #1 "Win" (Opportunity).
- **Step-by-Step Instructions:**
 1. Open the "Data Report" template (provided).
 2. **Section 1: "My #1 'LEAK' (The 'Problem')."**
 - The 'Data': (e.g., "My 'Lead Conversion Rate' (L3) is 1.5%.")
 - The 'Diagnosis': (e.g., "This is a 'leak' on my 'Landing Page.'")
 - The 'Decision' (The 'Fix'): (e.g., "I will run an 'A/B Test' (from Activity 2) on my 'Headline' *this month.*")
 3. **Section 2: "My #1 'WIN' (The 'Opportunity')."**
 - The 'Data': (e.g., "My 'Sales by Source' (L4) shows 70% of my 'profit' comes from my 'Email List'.")
 - The 'Diagnosis': (e.g., "My 'Email List' is my 'profit' channel.")
 - The 'Decision' (The 'Fix'): (e.g., "I will 'double-down' on 'Email' and 'cut back' on 'TikTok' (L8).")
 4. Save this 1-page document. This is Component 7 of your Final Project.
- **Connection to Final Project:** This "Report" is the *first* "output" of your "Mission Control" hub. You have "built" the dashboards (L3, L4, L5), and this assignment "proves" you can *use* them (L7) to make "Data-Driven Decisions" (L8).
- **Evaluation Criteria:**
 - **Excellent:** All 3 sections are complete. The "Leak" and "Win" are "Data-Driven" (they cite *real* "data" from the dashboards). The "Decision" (the 'fix') is logical and actionable.
 - **Proficient:** The "Leak" and "Win" are "vague" (e.g., "My 'marketing' is the 'leak'") and are not "data-driven" (no "numbers" are cited).
 - **Needs Improvement:** One or more sections are missing.

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the difference between "Data-Judging" and "Data-Diagnosing" (from the case study)?

- A. "Judging" is "positive"; "Diagnosing" is "negative."
- B. "Judging" is "personal" ("I'm a failure"); "Diagnosing" is "systemic" ("The 'headline' is broken").
- C. "Judging" is "systemic"; "Diagnosing" is "personal."
- D. "Judging" is "data"; "Diagnosing" is "vanity." (Answer: B)

(Multiple Choice 2) "Data" is just "the answer" to a "question." "A/B Testing" (Activity 2) is how you:

- A. "Ask" a "question" (e.g., "I 'bet' Headline B will 'win'").
- B. "Judge" your "data" (e.g., "I am a failure").
- C. "Find" your "data."
- D. "Build" your "dashboard." (Answer: A)

(Multiple Choice 3) In the "Hidden Opportunity" (Activity 3) exercise, the "data" showed:

- 'TikTok': 20 hours/week (High Effort) -> \$2,000 (Low Sales).
- 'Instagram': 5 hours/week (Low Effort) -> \$8,000 (High Sales).
- The "Data-Driven Decision" is:
- A. "Work 'harder' on 'TikTok' (it's 'failing')."
- B. "Stop 'Instagram' (it's 'too easy')."
- C. "Stop 'TikTok' (high-effort, low-sales) and 'double-down' on 'Instagram' (low-effort, high-sales)."
- D. "Stop both and start 'blogging'." (Answer: C)

(Multiple Choice 4) Your "Data-Driven Decisions" Report (your assignment) is a "CEO" report that:

- A. "Lists" all your "data."
- B. "Diagnoses" your #1 "Leak" (Problem) and #1 "Win" (Opportunity) from your "data."

- C. "Judges" your "data" (e.g., "I am failing").
- D. "Builds" your "dashboard." (Answer: B)

(Short Answer 1) What is one "Leak" (Problem) you "diagnosed" in your "Data Report" (your assignment)?

- (*Example Answer: "My 'Leak' is my 'Lead Conversion Rate' (L3) on my 'Landing Page.' It's only 2%."*)

(Short Answer 2) What is the "Data-Driven Decision" (The 'Fix') for that "Leak"?

- (*Example Answer: "My 'Decision' is to 'A/B Test' my 'Headline' (C5, L7) this month to 'fix' the 'leak'."*)

(Scenario-Based 1) You "read" your "Financial Health Dashboard" (L5).

- Data: "Revenue" (L4) went up 20%. "Net Profit" (L5) went down 30%.
- 1. What is the "Diagnosis" (The 'Leak')?
- 2. What is the "Data-Driven Decision" (The 'Fix')?
- (*Answer: 1. The 'Diagnosis' is that my "Expenses" (L5) must have 'skyrocketed'*

