

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'...