

# FROM INTERESTING TO ACTIONABLE: WHY GOOD CONTEXT MATTERS AS MUCH AS GOOD CODE

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Insights from data can transform anyone's work, from school principals to pharmaceutical brand managers, but the framing and focus of their questions vary significantly. Honing a multitude of interesting results down to findings on which a client can take action that moves them closer to meeting their goals is one of the critical learnings of Gina's career. Come hear about this trajectory and get practice developing the kind of questions and analyses that are useful and within the locus of control of organizations who need data scientists.

*Friday, Mar 22  
McConnell B05  
12:15p - 1:00p  
Yes, PIZZA!*

