

# Stringfest Analytics: Case Studies and Service Packages



[stringfestanalytics.com](http://stringfestanalytics.com)

# Data education tailored to your organization



Data upskilling and virtual training is hot. It's drawing lots of vendors to the market. But which are there just to tick a profit box? And which have proven track records in the field? Do their offerings meet your organization's unique needs?

I've worked with the leading online education providers to build top data training experiences, both synchronous and asynchronous, across a variety of platforms. I can help you meet your staff's and organization's unique data needs.

Let me help you realize your goals to equip a data-savvy workforce.



## About me



### DATA SKILLS

From the moment I started my first corporate job, I was shocked at the depth and breadth of data I was entrusted with managing and analyzing. I was not up to the task, but vowed to get there. This drive to right those early pains and help others skip them entirely led me to build my data skills.

When a particular tool or topic is outside my area of expertise, I can tap into my large network. I know what to look for in a data expert.

### CONTENT DEVELOPMENT

Developing solid instruction comes from my career of creating content ranging from blog posts to webinars to now a book. I take building and delivering content as core to what I offer along with the data know-how. This focus gives me a wealth of existing knowledge to draw from in developing the content solutions for your specific needs.

### EDUCATION OPERATIONS AT SCALE

I've also managed teams of subject matter experts and overseen learning management systems integrations, so I understand the granular tactics needed to make a data education strategy come to life.

# Case study: *Advancing into Analytics*



Like many data professionals, I started my career almost exclusively in spreadsheets. While I quickly realized their limitations, the experience helped me bootstrap my way to complementary data skills, such as learning how to conduct data analysis in R and Python.

Making this learning journey as smooth as possible is the goal of my forthcoming O'Reilly Media book, *Advancing into Analytics: From Excel to R and Python*.

Spreadsheet users have a wealth of knowledge about working with data; the best data training builds bridges from that to further learning.

## Related content



### THE LANGUAGE OF DATA CLEANING

Whether it's a spreadsheet, a BI tool or coding, working with data means cleaning it. Get the intuition down about how and why data is prepared for analysis, and the technical chops will follow. In my book and my training, I emphasize how learners can transfer this knowledge cross-platform.

### THE DATA ANALYTICS STACK

The most sophisticated data work often comes from combining multiple tools -- more important than becoming really good at any one technique is to choose and work across the various slices of the data analytics stack. This is why my work tends to cross platforms and disciplines: that contextual knowledge is key.

### STATISTICAL LITERACY

Calculating and analyzing the data at hand is important. Knowing how to design and validate these figures is the next step. While the rank-and-file analyst may not need to build sophisticated machine learning models, they should be able to explain the concepts and diagnostics used in statistically-driven research and analysis.

# Case study: Thinkful's data analytics bootcamp



As an independent consultant, I've worked with Thinkful, a leading online career accelerator, to build one of the largest data analytics bootcamps on the market.

The lead curriculum developer, I validated the tools and concepts to be covered in the course. After launch, I took the lead on implementing new delivery methods and media, such as synchronous instruction and auto-graded coding challenges. During this time, data analytics grew to be the largest program at Thinkful.

Every organization deserves its own data academy, offering its employees the upskilling they need to be fulfilled and competent at using data. The alternative? Employees providing that service to themselves, via an outside bootcamp, then leaving the organization.

## Related services



### BLENDED LEARNING

Bended learning for data education involves a mix of concept-based instruction and project-based job tasks. This is primarily professional education, so the focus is on practical application. In-person sessions, online self-study, work-based projects and more are combined to provide the most holistic and realistic practice for working with data.

### IN-DEMAND TECH SKILLS

The best coding bootcamps can't profit unless their graduates are getting successful jobs. This takes one ear to the hiring market, to find what employers claim to need, and another to the on-the-ground conditions of data work, to understand how that work is getting done now. So too should in-house data training programs offer the in-demand tools and techniques that sharpen employee skillsets and make them valuable coworkers.

### LEAN ITERATION

Data is an ever-changing field, so nourishing a large-scale data academy takes work. That said, more fundamental than any particular technology is the ability to think clearly about data. With use of current educational technologies and the foresight of what's really important in data literacy, these programs can be maintained with relatively limited resources.

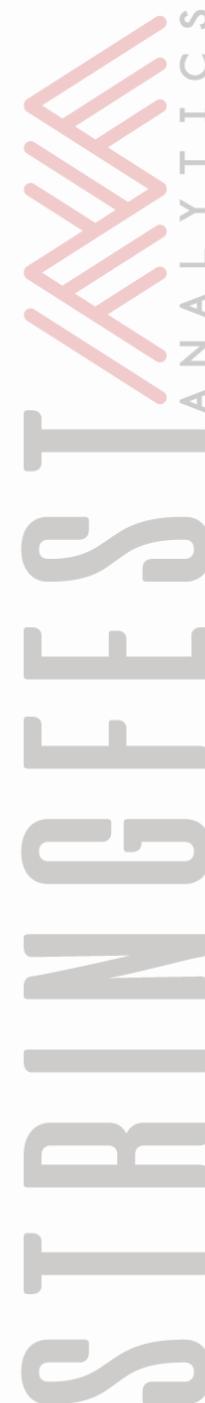
# Let's win the data war

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Data literacy is not an employee skillset that can be hired or outsourced away. It's core to the business, and the most data-literate employees also have the most domain knowledge: they're the ones working with you now.

Your organization is full of data potential; you just need the right infrastructure to realize it. I can help you build an in-house data academy to do that. We can work together at various levels of detail as discussed here. Watch your staff pick up the skills they need for more productive and more fulfilling work and an engaged community of learners grows around learning actually designed for them.

Ready to win the data war? Drop me a line or schedule a call at [stringfestanalytics.com/contact](http://stringfestanalytics.com/contact).



## Packages

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### #1. HIGH-LEVEL DESIGN

Get the learning objectives right, and the remainder of the scoping should follow. If you'd like a partner in validating what skills to cover and how to tailor it to your organization's needs, let's work on the overall skeleton of your course.

### #2. DESIGN & DEVELOPMENT

It can be tricky to get the right "blend" of blended learning, between company data, delivery methods, intended audiences, and more. In addition to scoping out the course, I'll build the content for you and assist in getting it to ship-state for your in-house subject matter experts to deliver.

### #3. DESIGN, DEVELOPMENT & DELIVERY

If you'd prefer an outside expert to lead the end-to-end process, I can do that. Here, I'll see the academy through from the raw outline to the in-classroom delivery. I'll also help you evaluate the program's efficacy so that you can measure its benefits and financial impact.