

How to Ask Smart Questions for Better Business Data Insights

GoSkills online course syllabus

Skill level

Beginner

Lessons

9

Pre-requisites

No prior experience needed

Video duration

18m

Estimated study time

18m 20s

Instructor

Tom Themeles

Introduction

- 1 Ask questions to drive growth**
Asking smart questions helps businesses make better decisions and stay competitive.

Define Strategic Business Questions

- 2 Identify problems for data solutions**
The right questions lead to actionable insights for complex business problems.
- 3 Frame questions for business impact**
Data analysis can lead to misleading or irrelevant results if you are not asking the right questions.
- 4 Differentiate question types**
Strategic and operational questions serve different purposes at various levels of an organization.

Assess Data Quality and Reliability

- 5 Evaluate data quality for insights**
The best questions are useless without reliable data to back them up.
- 6 Detect and minimize bias in data**
Bias in interpretation can alter the insights needed to make effective business decisions.

Extract Actionable Business Insights

7

Turn insights into business decisions

Data findings must be translated into tangible value to be useful.

8

Present insights to stakeholders

Clear communication ensures that data-driven insights are understood and adopted.

Conclusion

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Use strategic questions to drive growth

Thank you for watching this course!

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