

Turning Data into Strategies

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

51m

Estimated study time

52m 1s

Instructor

Rebeca Pop

Introduction

1 Explore data-driven strategies

Welcome to this course!

Define Your Business Goals

2 Requirements of data-driven goals

In order to successfully use data to inform strategy, you'll want to ensure you have clearly defined, data-driven goals in your organization.

3 Avoid common pitfalls

Being eager to take a data-driven approach to defining goals is important, but it's equally critical for organizations to understand the most common pitfalls.

Evaluate Your Data

4 Consider data availability

Making strategic decisions is not possible without a clear understanding of the data available.

5 Explore data quality

It's impossible to make strategic decisions without solid data quality.

Evaluate Your Audience

6 **Craft audience-centric strategies**
Understanding who your audience is will guide you towards selecting the data sets you need and asking the right questions to inform business decisions.

7 **Explore types of business audiences**
Being able to differentiate between different types of audiences is key to developing successful data-driven insights and strategies.

Let Your Data Speak

8 **Select the right metrics**
In order to present actionable insights, you need to first determine what metrics you'll use.

9 **Search for patterns**
To better understand data results and develop insights, start looking for patterns.

10 **Add benchmarks and context**
Isolated data points can only tell part of the story, so you'll want to ensure you add benchmarks and context to paint a clear picture.

11 **Be creative and concise**
It's important that you can translate your actionable insights in a creative and concise manner to drive momentum forward.

12 **Highlight actionable next steps**
When presenting insights, your audience might not immediately see the link between learnings and action points.

Leverage Visual Analytics

13 **Visualize your data**
From deciphering complex trends to telling compelling stories, visuals can help you turn raw data into actionable insights. After this lesson, you'll be able to explain the value of visualizing your data to illustrate insights.

14 **Explore types of charts**
From trend-tracking line charts to the classic bar charts for comparisons, each chart type tells a unique story.

15 **Use reports, presentations, and dashboards**
Data insights that drive strategic decisions can be presented in various formats.

Data Strategies Over Time

16 **Measure success over time**
It's just as important to evaluate the success of your strategies over time as it is to develop them.

17 **Adjust course**
Keeping an open mind and being willing to change course is essential to long-term success.

Conclusion

18 **Start transforming data**
Thanks for completing this course!

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