



ONLINE SHORT COURSE

Extracting Actionable Insights: Answering the 'So What' Question in Data Analysis

Thursday, 23 May 2024, 17h00-19h00 SAST

--- Attend this course to earn CPD points through SACNASP ---

COURSE DESCRIPTION

In the rapidly evolving landscape of data analytics, the ability to derive meaningful and actionable insights is a crucial skill. This course focuses on a fundamental aspect of this process: answering the "So What" question. Participants will delve into strategies and techniques to transform raw data into compelling insights that drive decision-making and add tangible value to businesses.

Key Learning Objectives:

- Understanding the 'So What' Challenge:**
 - Define the significance of the "So What" question in data analysis.
 - Explore common pitfalls in failing to address this question.
- Crafting Insightful Narratives:**
 - Learn to tell a compelling story with data.
 - Understand the importance of context and relevance in shaping narratives.
- Aligning Insights with Business Objectives:**
 - Explore methods to link data findings to overarching business goals.
 - Understand the impact of insights on strategic decision-making.
- Enhancing Visualization Techniques:**
 - Master data visualization tools to effectively communicate insights.
 - Identify the most appropriate visualization methods for different types of data.
- Utilizing Statistical Significance:**
 - Incorporate statistical methods to validate and enhance the credibility of insights.
 - Understand the balance between simplicity and accuracy in statistical communication.
- Applying the 'So What' Filter:**
 - Develop a systematic approach to filtering out irrelevant information.
 - Learn to prioritize insights based on their potential impact.

PRESENTER

Dr Jeanne Fredericks
The Change Hub

Dr Fredericks is a data evangelist and seasoned educator with a passion for demystifying the world of data, strategy, change and transformation. As a social scientist, she has years of experience in the field of collecting and analysing data to tell stories that leads to significant business improvement. She owns a consulting firm, The Change Hub, that specialises in Organisational Transformation, where she works with top-listed JSE companies and global conglomerates to align their people, processes, and technologies with their strategies.

Dr Fredericks holds a PhD in Information Systems from the University of Cape Town (UCT) and is a sought-after speaker in Data, Strategy, and Business Change & Transformation. She also has standing invitations from UCT, the University of the Western Cape, and the Stellenbosch University Business School to bring industry knowledge into the classroom.



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