



Course Title	Actionable Data Analytics
Description	Data is growing exponentially as are analytics. Organizations have provided business users will increased access to analytics, self-analytic tools and data. However, without a solid foundation in analytic thinking, developing sound business questions, ensuring actionability and defining the right metrics many employees fail to leverage these assets. This course reviews analytic thinking, use of an analytic actionability matrix, effective KPIs and leading indicators, analytics communication to help develop and evolve a data driven culture.
Content	Data and analytics basics; actionable business analytics; measures vs. attributes; data quality; data analytics process and roles; effective visualizations; working with IT and data scientists; story telling with data. Includes exercise with analytic tools: analytics actionability matrix, dimensional analysis template and driver tree.
Duration	1 Day
Audience	Business users and analysts
Topics	Data and analytic basics
	Aligning objectives and actionable analytics
	Defining analytic business questions and actionability
	Identifying good KPIs and leading indicators
	Evaluating good data
	Communicating with data and analytics
	Leading Practices and Case Studies