



Data Informed? Data Driven?

Just help me use my data!!

Jamie Champagne

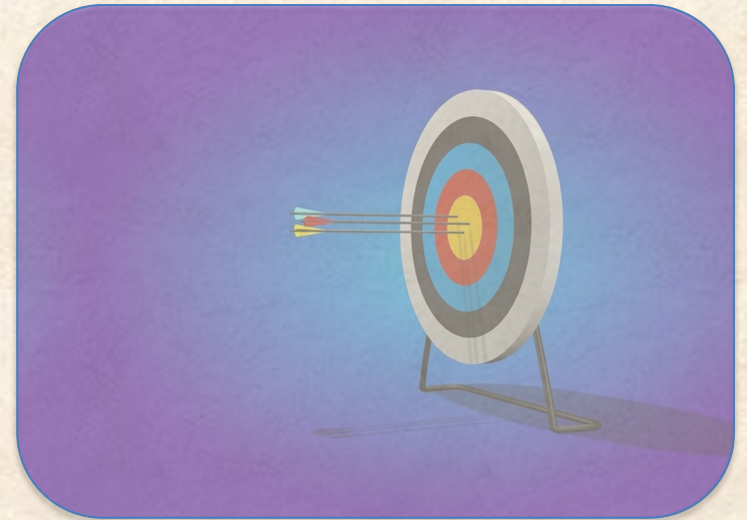
*IIBA® CBAP®, AAC, CBDA, CCA, CPOA;
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Session Objectives



- What questions to ask to utilize your data
- Ways to approach communication about data
- How to deliver informed conclusions to drive smarter and faster decision making



Using Our Data



Data Informed

Data Driven



Know Your Why



Break things down



- What?
- Which?
- How?
- Where?
- When?
- Who?
- How much?

Functional
Decomposition
5 Whys



Types of Data Questions



Time/Question Type	WHAT	WHY
PAST		
PAST/FUTURE		
FUTURE		



Types of Data Questions



Time/Question Type	WHAT	WHY
PAST	Descriptive <i>What happened?</i>	
PAST/FUTURE		
FUTURE		



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PAST/FUTURE	Predictive <i>What is likely to happen based on past trends?</i>	
FUTURE		



Types of Data Questions



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PAST	Descriptive <i>What happened?</i>	Diagnostic <i>Why did it happen?</i>
PAST/FUTURE	Predictive <i>What is likely to happen based on past trends?</i>	
FUTURE	Prescriptive <i>What should happen if we take a certain path?</i> <i>What is the best outcome given the uncertainty?</i>	



Prescriptive Questions



What would help the business *tomorrow*?

- What do we want to happen, given our past data?
- What could we drive to, based on trends and prior data?
- What scenario or outcome can we push towards, knowing what has happened in the past?

*Not ignoring the data, but wanting to be informed
when we consider our directions*



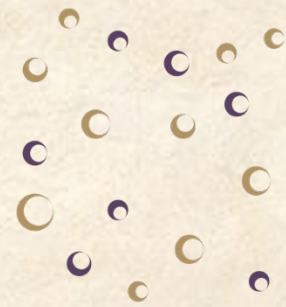
Getting the Data



1. What data do I **have access** to?
2. What data do I **NEED** access to?
3. What are **alternative sources** of data?
4. What are **substitute sources** of data?
5. Who can I **ask for help** with my data?



Asking for Data



I want [*WHAT*]_____

Because [*WHY*]_____

So I need [*DATA*]_____



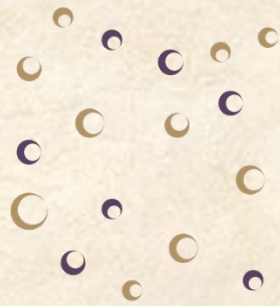
Correlation Versus Causation



- If I take one element can I say with 100% certainty it CAUSED the other element?
- What if I flip the data relationship around – if A causes B, do I feel B causes A?
- If something happens, do I know what is going to probably then happen, based on my data?



Correlation or Causation?



- *The neighborhood that orders the most delivery pizza also has the highest crime rate.*
- *Employees with the highest number of help desk tickets also had the lowest amount of training hours logged.*
- *Projects with business analysts assigned full time finish on time, on budget and within original scope more often than projects without full time business analysts.*



Ask What's Important



- *Why are the data relationships important?*
- *What's the point of knowing the causation?*
- *What could the organization do with this knowledge?*

So what?



Create An Action Statement



As our goal is to _____, we should _____

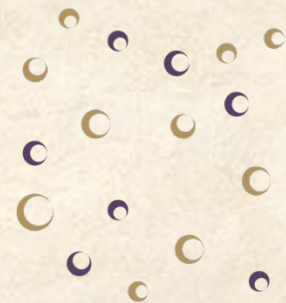
As our goal is to increase revenue, we should focus our efforts on our profitable products.

As our goal is to connect with a younger customer base, we should invest in mobile solutions.

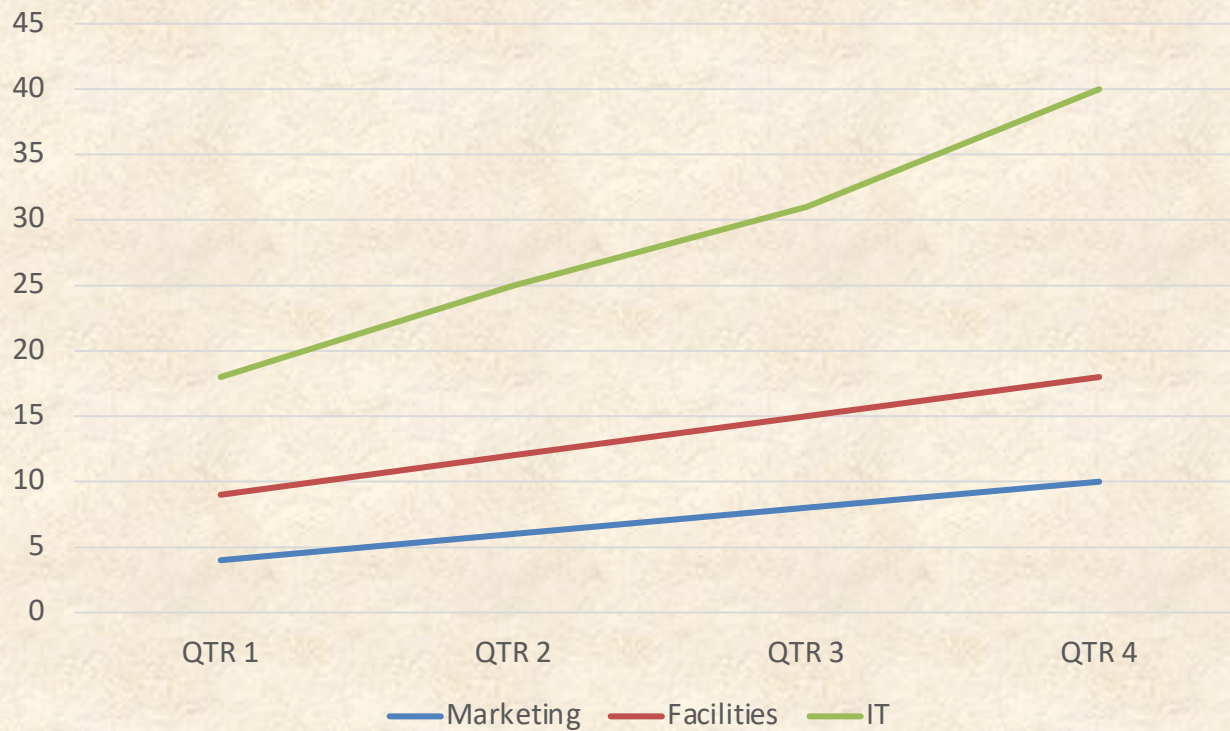


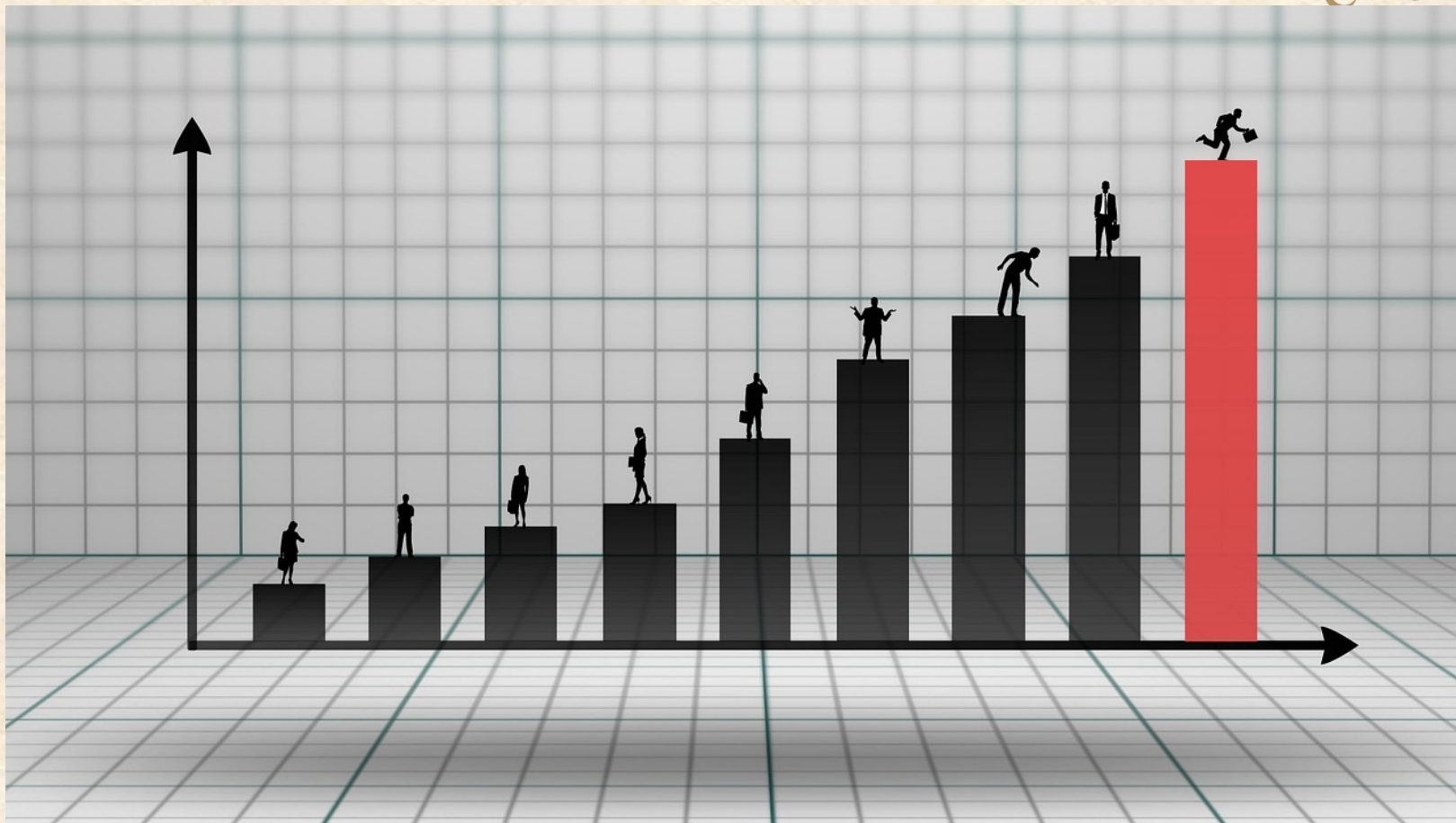
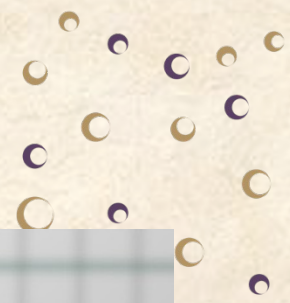
Visually present your conclusions





Milestones Completed





Business Plan



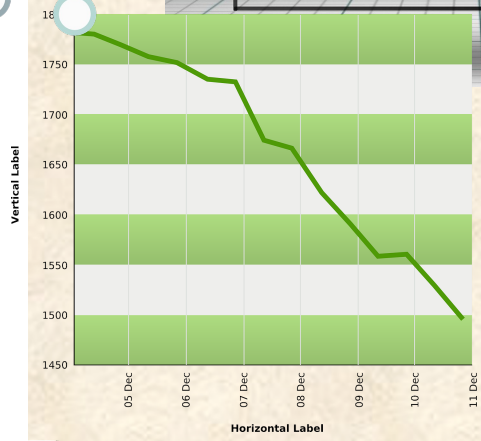
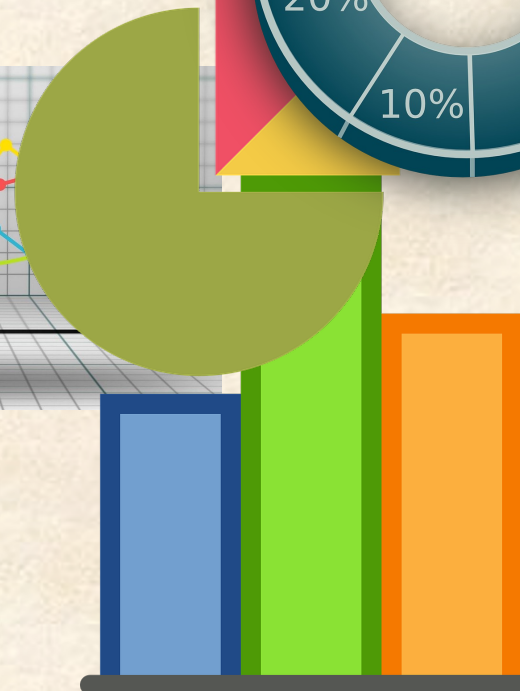
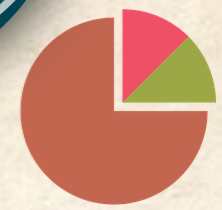
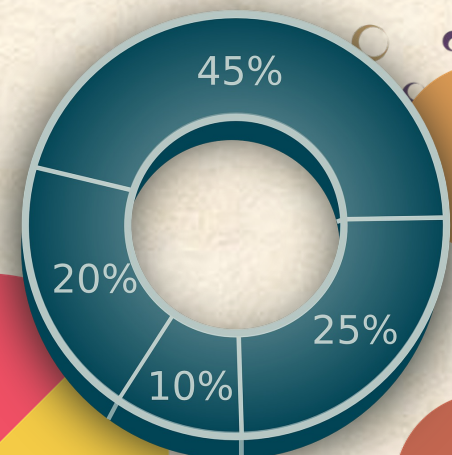
DOES IT
WORK?

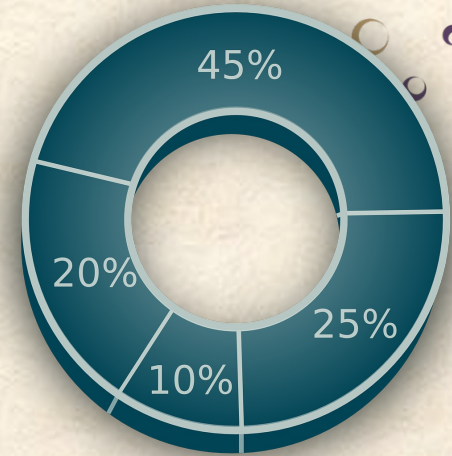
YES → \$

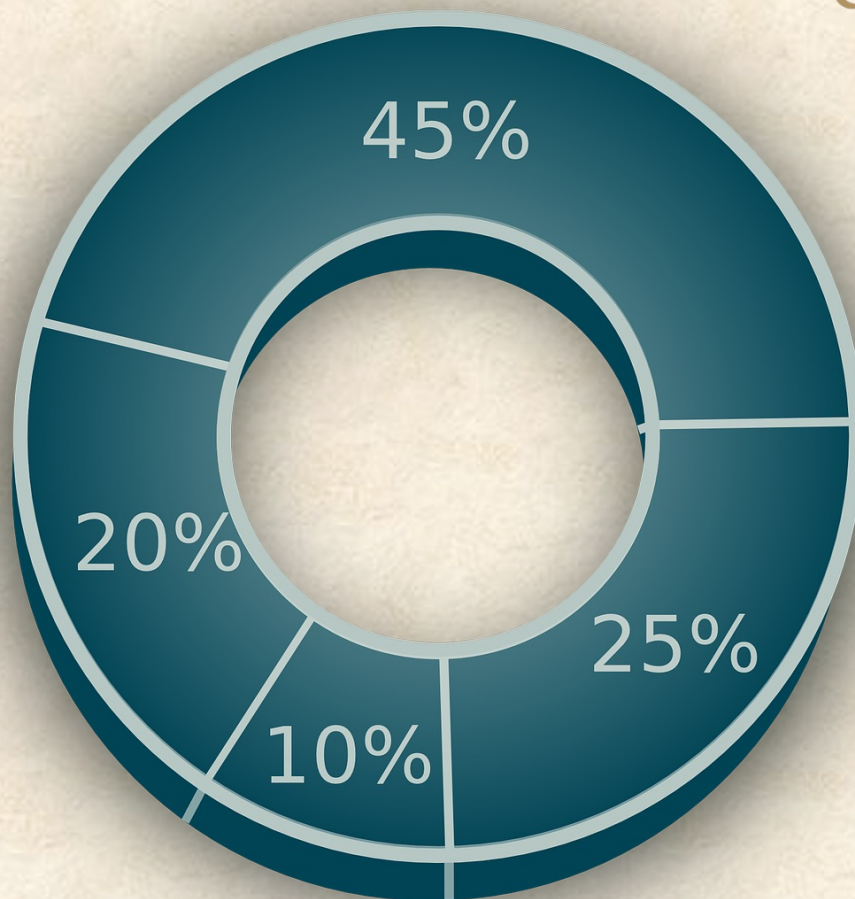
NO











Visually present your conclusions

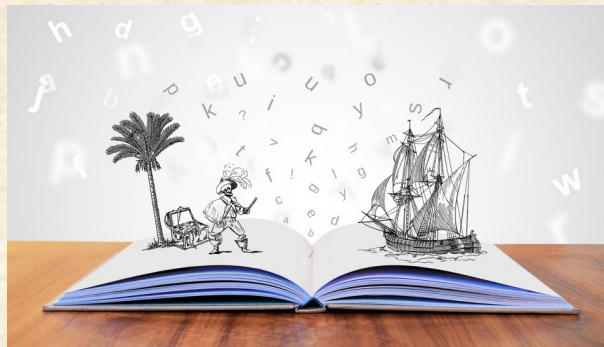
- *What images convey the action I want taken?*
- *What might my audience connect to?*
- *What is one key item I want to present?*
- *Is my visual trying to present more than one thing at a time?*
- *Am I using my action statement?*
- *Am I focused on the goal? And driving the action?*



Share Your Story



- *What story are you trying to tell?*
- *What fairy tale ending does your business want (or need) to picture?*
- *What can your audience connect with?*
- *What do you want to be remembered?*



Drive the Action



- In the context of the business
- Identify any gaps and opportunities
- How or what does the organization need to do to fully take advantage of the decision?
- How will this recommendation still be a success tomorrow? In the future?
- What does the entire SOLUTION need to be?



Business Ownership



- Who OWNS the data?
 - *Who makes the decisions?*
 - *Who gets the bill?*
- Who MANAGES the data?
 - *Who approves changes?*
 - *Who makes changes?*

Who OWNS the decision-making?



Operational Support



Item	Responsible	Accountable	Consulted	Informed



Operational Support



Item	Responsible	Accountable	Consulted	Informed
Customer data	Business operations	Marketing Director	IT	Finance Risk



Operational Support



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Customer data	Business operations	Marketing Director	IT	Finance Risk
Website traffic	IT operations	Network Admin	Security	Marketing



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Website traffic	IT operations	Network Admin	Security	Marketing
Data governance	Data governance team	CIO	IT Risk	Finance



Give Me More!



**Business Data
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Use code **DATA**



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**Third Tuesday Each
Month**

4:00pm EDT

<https://bit.ly/2X2OIYE>



MAHALO!

(Thank you!)



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IIBA® CBAP®, AAC, CBDA, CCA, CPOA

PMI® PMP®, PBA, Hybrid Agile

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