

Data Insights and Data Storytelling



Title	Duration (minutes)	Author	Course Description
• Interpreting Data	6	HSI-ej4	Interpreting data is essentially analyzing and making sense of the information you've gathered so you can use it to make informed decisions and take appropriate actions. Seems simple enough, but there's much more to it. You need to evaluate the quality of your data, choose the right analysis method, recognize trends and patterns, and more. In this course, we'll cover some practical steps for interpreting data and go over some useful tips to help you make sense of this important organizational information.
• Qualitative Data Collection	6	HSI-ej4	Quantitative data is represented by numbers. It can easily be counted and measured. But what if you need data on things that can't be quantified? For instance, data on how your customers FEEL about your products? This is where you need qualitative data, which is represented by things other than just numbers. In this program, we'll discuss the different types of qualitative data and various methods for collecting it, including using surveys, interviews, focus groups, observation, and case studies.
• Statistics: Data Analysis Basics	9	HSI-ej4	When something starts going wrong at work, you don't want to just throw metaphorical spaghetti at a wall, hoping a solution sticks. No, you need to follow a methodical process that defines the problem, hypothesizes causes, collects and analyzes information, identifies solutions, and tests them. In short, you need data analysis. In this program, we're going to cover the basics so you can solve problems at work quickly and efficiently.
• Statistics: Organizing Data	8	HSI-ej4	Collecting data using sound, strategic methods is vital to doing effective research. But without strategies in place for organizing that data, you won't be able to interpret or communicate the story your data is telling, and that makes it essentially useless. In this course, we'll learn how to avoid such a scenario by going over terminology and principles for organizing data.
• 03. Data Analytics for CRM	5	HSI-ej4	The integration of data analytics into CRM systems has become essential in maximizing the potential of these systems across various departments within a business. Data analytics in CRM involves the process of examining, cleaning, and interpreting data to reveal insights that can inform various aspects of customer interaction. This course discusses how this process can be applied in different ways across different departments. We'll also cover some tools and techniques to help you implement data analytics.

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<ul style="list-style-type: none"> 04. Gathering Data: Costs and Benefits 	7	HSI-ej4	Learn strategies for identifying costs and benefits while building a business case for your new idea or initiative.
<ul style="list-style-type: none"> 05. Gathering Data: Identifying and Addressing Risks 	4	HSI-ej4	Discover the four types of risks associated with a new business idea or concept. A careful evaluation of risk is essential to any business case proposal.
<ul style="list-style-type: none"> 06. Gathering Data: Understanding Financial Metrics 	3	HSI-ej4	Understanding ROI and other financial metrics is an essential part of building your business case. This course will guide you through ROI basics, while giving you other figures to consider as you gather data.
<ul style="list-style-type: none"> 07. Gathering Data: SWOT Analysis 	3	HSI-ej4	Building a successful business case depends on understanding how your idea or initiative fits into the current company status. By conducting a SWOT analysis, you'll not only discover how to market your idea to decision-makers – but you might just find an opportunity refine the concept itself.
<ul style="list-style-type: none"> Excel - Data Analysis with PivotTables 	3	HSI-Bigger Brains	Get more from Excel using the power of PivotTables PivotTables are the perfect tool to analyze large amounts of data in Excel. The ability to summarize, visualize, and tabulate your data makes PivotTables an important tool for Excel users who need to store and report on data. Microsoft certified trainer Kathy Jones will show you how to create, format and manipulate PivotTables and PivotCharts so you can easily get the results you need from your data.