

Data-Backed Decision Making

GoSkills online course syllabus

Skill level

Beginner

Lessons

23

Pre-requisites

No prior experience needed

Video duration

1h 3m

Estimated study time

1h 3m

Instructor

Jim Sterne

Introduction

1 Making better decisions

A key tool to making better decisions is to leverage data to help inform them.

Demystifying Data

2 Data literacy defined

A clear definition of Data Literacy is the start of data mastery.

3 Why data literacy is important

Data is a new lens through which you can view and assess the success of an organization or a project.

Why is Data Literacy Hard?

4 Data naysayers

Many people will obstruct your data literacy journey.

5 Creating a data driven culture

All the data in the world and cool software won't make an organization data driven.

6 Getting started with data

Asking data-related questions is your golden ticket to changing the culture in your organization and improving everybody's capabilities.

What is Data?

- 7** **It all starts with a bit**
You can drive a car without knowing how a transmission differential works - you just need to know how to go, turn, and stop.
- 8** **The fairytale of clean data**
On paper, data is clean and well defined; it's black and white.
- 9** **Putting data together**
Data gets more powerful when it is combined, and different combinations of data go by different names.
- 10** **The art of analysis**
Collecting, cleaning, and moving data around are the same as stretching a canvas and mixing paints.

Downsides of Data

- 11** **The data pipeline**
Data flowing like water is a great metaphor for understanding what happens between capturing data, cleaning it, combining it, studying it, and then using it to drive decisions.
- 12** **Real data in the real world**
If you want to analyze your company's data, you have to know where it is, how it got there, and what it is actually made of.
- 13** **It takes a village**
You can't tell the players without a program.
- 14** **Governing your data**
Getting everybody in an organization to understand data is one thing.
- 15** **A matter of interpretation**
Data analysis is in the eye of the beholder.

Getting the Most from Data

- 16** **The question comes first**
Data diving can be fun, but that's not where the big payoff comes.

17 Curiosity is golden
The key to getting the most out of data is curiosity.

18 Correlation and causation
At times there could be a mix up between the two concepts of correlation and causation.

19 Helpful data tools
There are a thousand and one tools to help collect, clean, manage, and analyze data.

20 Just a smidgen of statistics
When people first think of data, they are thrown off by the feeling that it's all about high-level math.

21 Machine learning
Given enough data and you can use the most powerful data tool invented: Artificial Intelligence.

Driving Your Decisions

22 Data literacy for everyone
You don't need to get a PhD in mathematics or be a Chief Data Officer for data to be valuable to you.

Conclusion

23 You can do it
Data literacy is for everybody.

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