

# American Management Association's Data Analysis Fundamentals: A Hands-On Workshop

## *Introduction*

- Recognize the Value of Using Data to Answer Questions and Address Business Issues
- Explain How Data Has Become the Strategic Business Asset It Is Today
- Describe the Data as a Strategic Asset (DASA) Model and How to Apply It

## *Framing Questions*

- Describe the Value of Using Data to Answer Business Questions and to Address Business Issues
- Explain How to Identify Relevant Business Questions and Issues

## *Finding Data*

- Discover Usable Data: Its Source, Type, Value, Quality, Location, and Relationships
- Profile the Data to Determine What Is Important or Relevant
- Organize and Manage Data Appropriately
- Acquire Data from Any Source

## *Shaping the Data Table*

- Identify and Resolve Problems Associated with Data Collection
- Articulate the Pros and Cons of Data Manipulation
- Determine If Data Samples Are Adequate
- Create a Table That Is Ready to Be Analyzed

## *Analyzing the Data*

- Understand Which Data-Analysis Tools Best Answer Common Analytical Business Questions
- Articulate How the Microsoft® Excel Analysis ToolPak and Other Programs Can Be Used for Advanced Data Analysis
- Choose the Appropriate Tool and Technique to Analyze Your Data
- Apply Analytical Tools to Answer Business Questions You Are Facing at Work

## *Applying the Results*

- Create Appropriate Business Rules to Take Advantage of Your Data-Driven Insights