Easy Breezy: Getting From Data to Insights

Daryl & Ruby

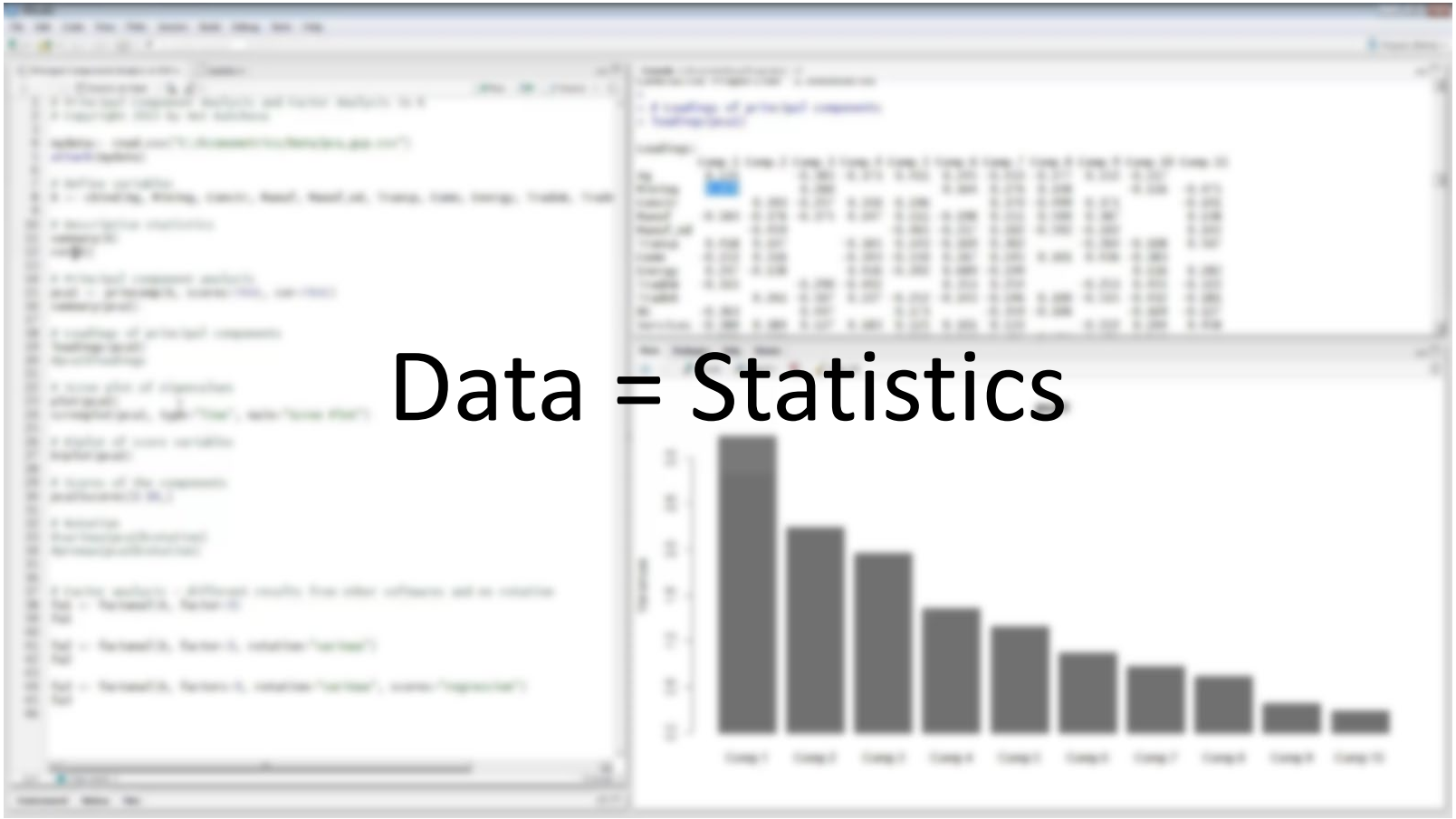
Product Consultant Interns

Daryl Yeo

Ruby Yang

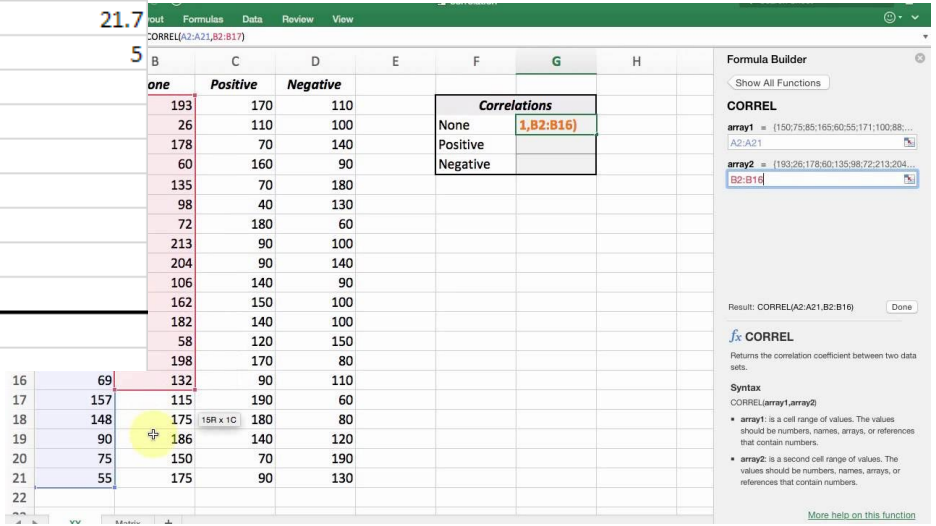
Artist's depiction of the year 2020

Data = ?



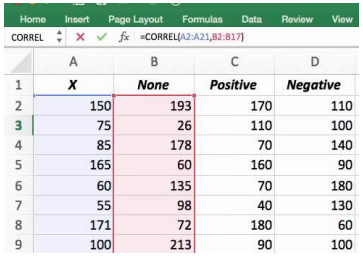
Data = Statistics

E	F	G
t-Test: Two-Sample Assuming Unequal Variances		
	Variable 1	*Variable 2*
Mean	33	24.8
Variance	160	21.7
Observations	6	5
Hypothesized Mean Difference	0	
df	7	
t Stat	1.47260514	
P(T<=t) one-tail	0.092170202	
t Critical one-tail	1.894578605	
P(T<=t) two-tail	0.184340405	
t Critical two-tail	2.364624252	

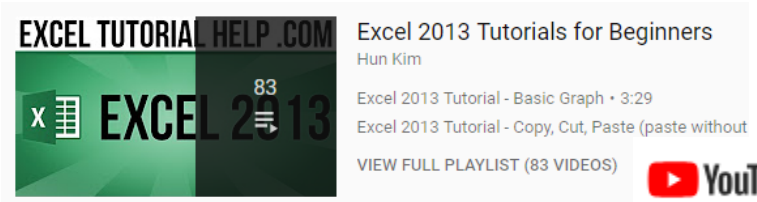


Data = poor ROI

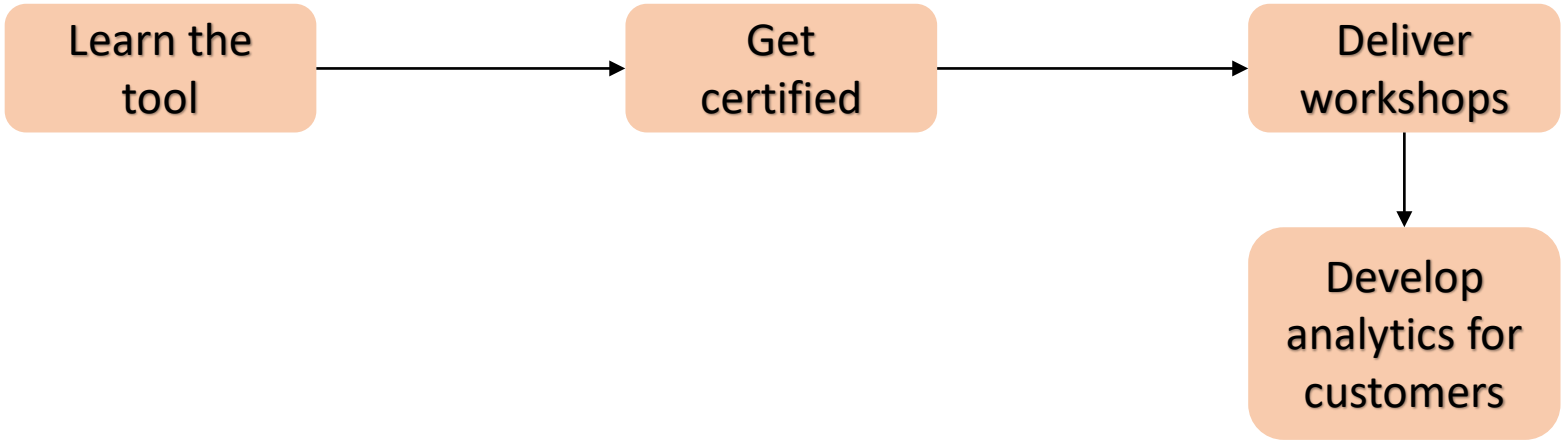
$$\frac{\text{Return}}{\text{Investment}} =$$



	A	B	C	D
1	X	None	Positive	Negative
2	150	193	170	110
3	75	26	110	100
4	85	178	70	140
5	165	60	160	90
6	60	135	70	180
7	55	98	40	130
8	171	72	180	60
9	100	213	90	100



In the past 4 months…



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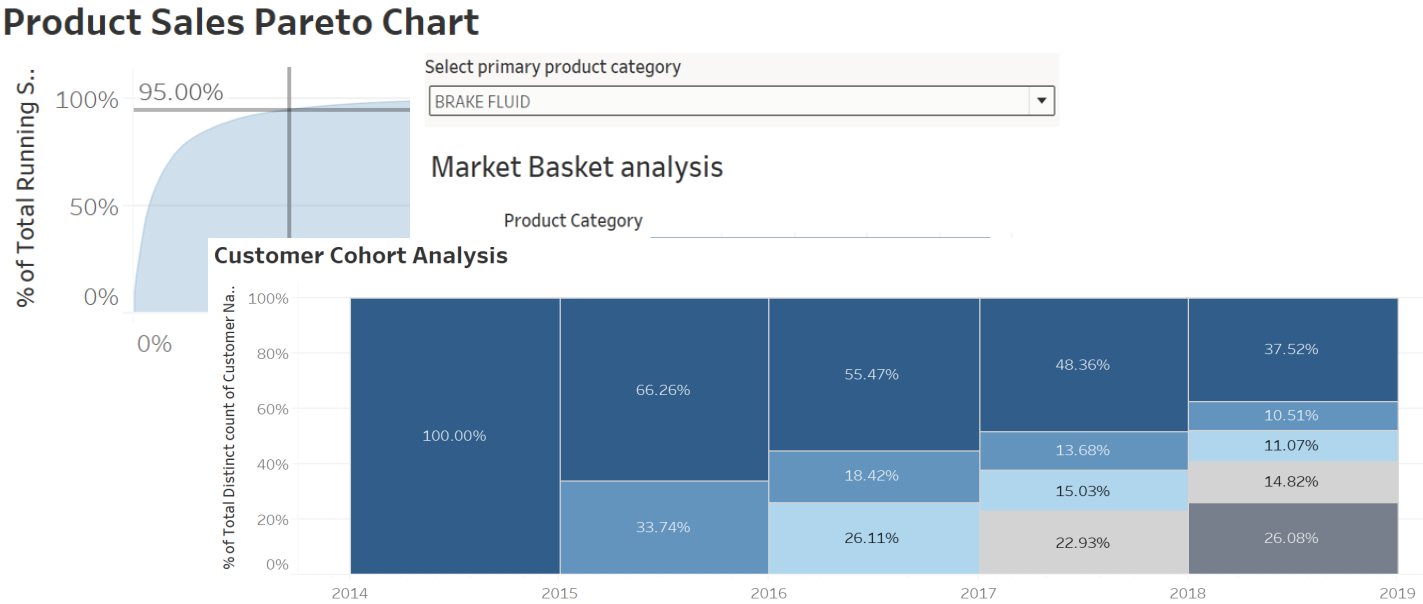

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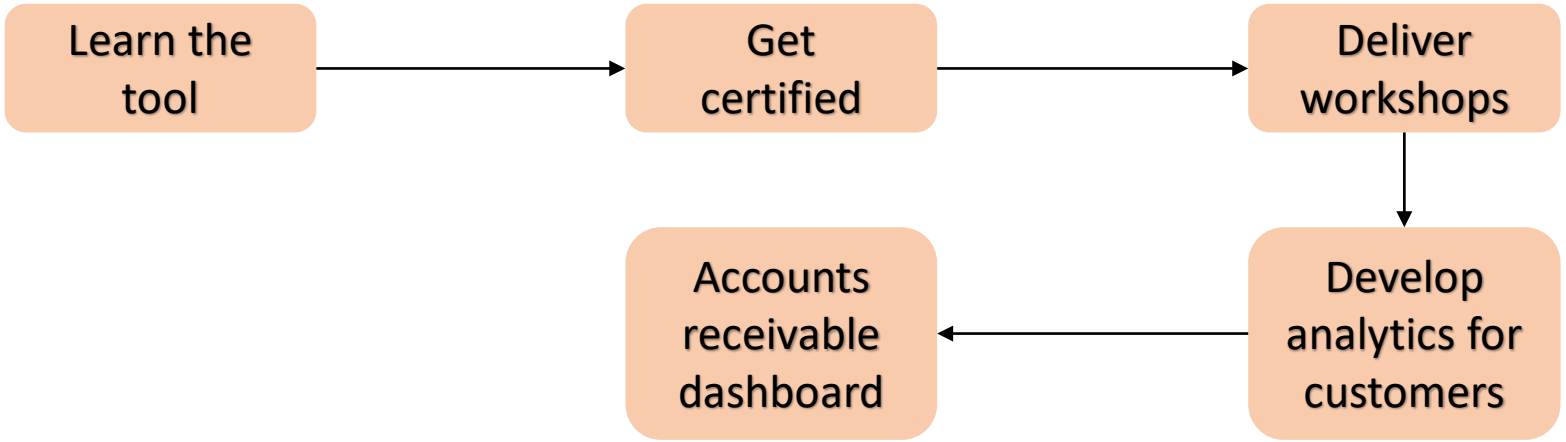

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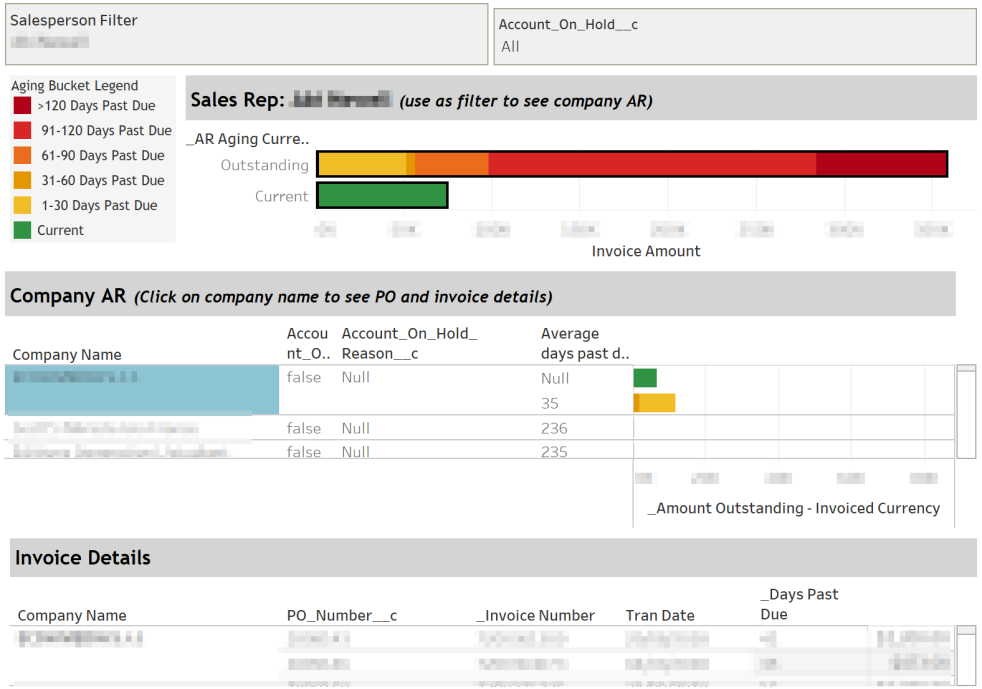

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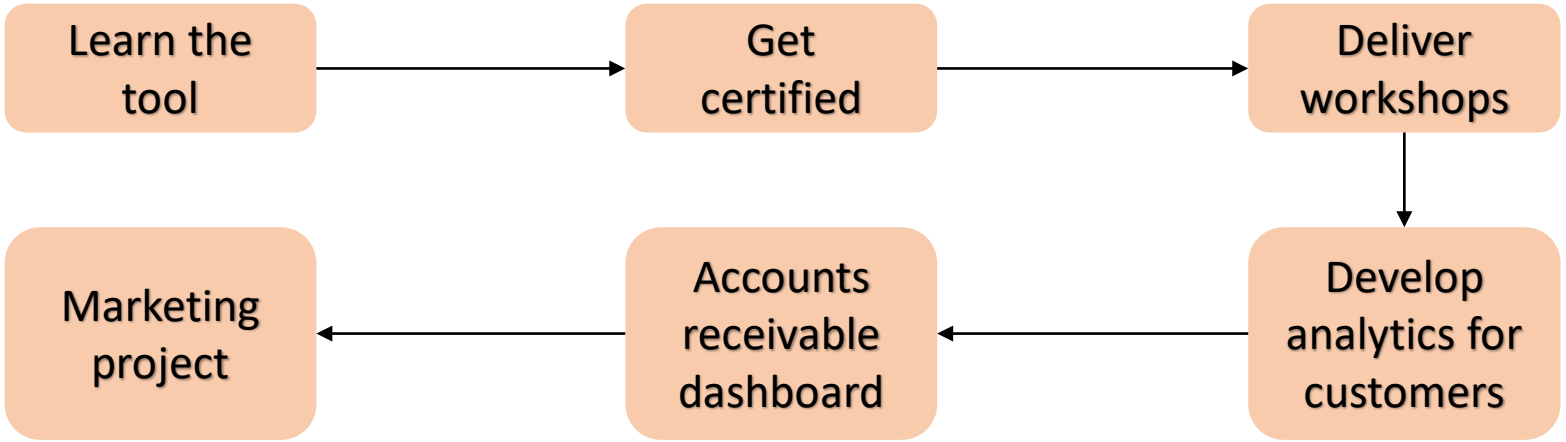

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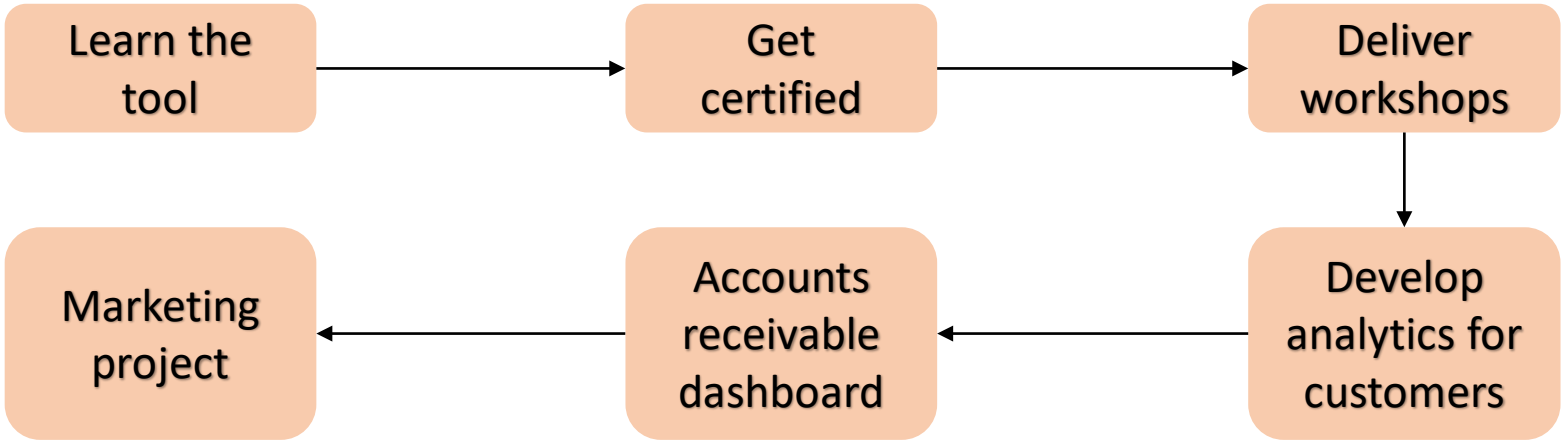
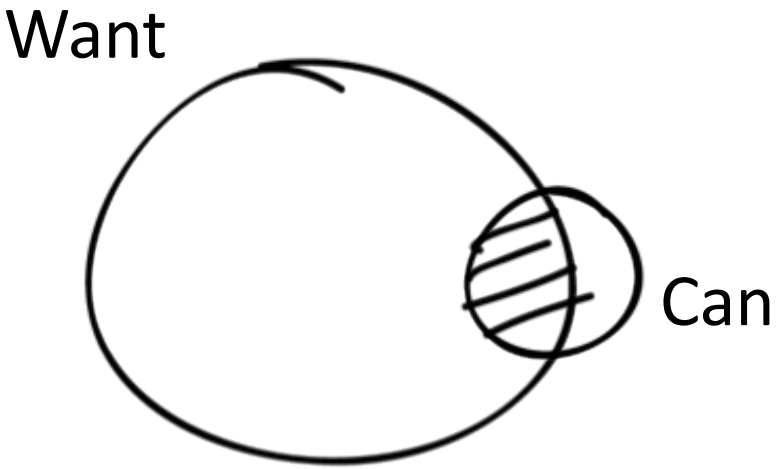



Want
Can

We hope you'll take away the following:

- The **lessons** we learnt through this project
- A **cheat-sheet** for the Tableau Desktop interface
- A way to **structure** your next data project

We hope you'll

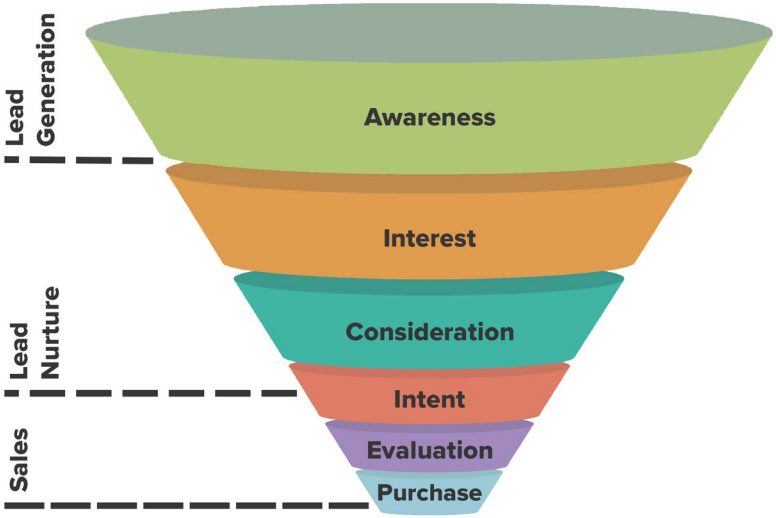
get excited and

take that first step

Our project structure

1. Understand the background
2. Understand the problem
3. Get the data
4. Understand the data
5. Generate the hypothesis
6. Answer the hypothesis
7. Present to stakeholders
8. Conclude

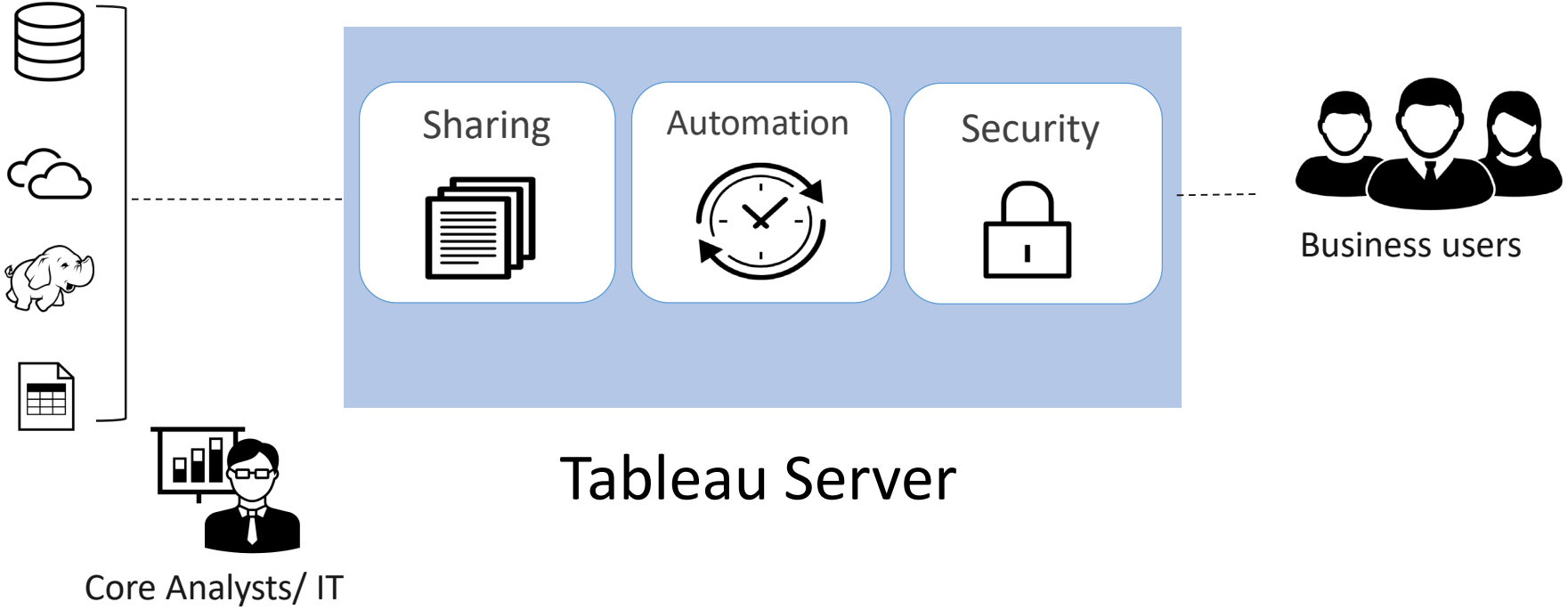
1. Understand the Background



2. Understand the Problem

"What is the business value of the D-Leads?"

3. Get the Data



3. Get the Data

Demo

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4. Understand the data

- Business value is based on “New Metric”
- Drill down into each Region and each Segment
- Filtered into D-Leads

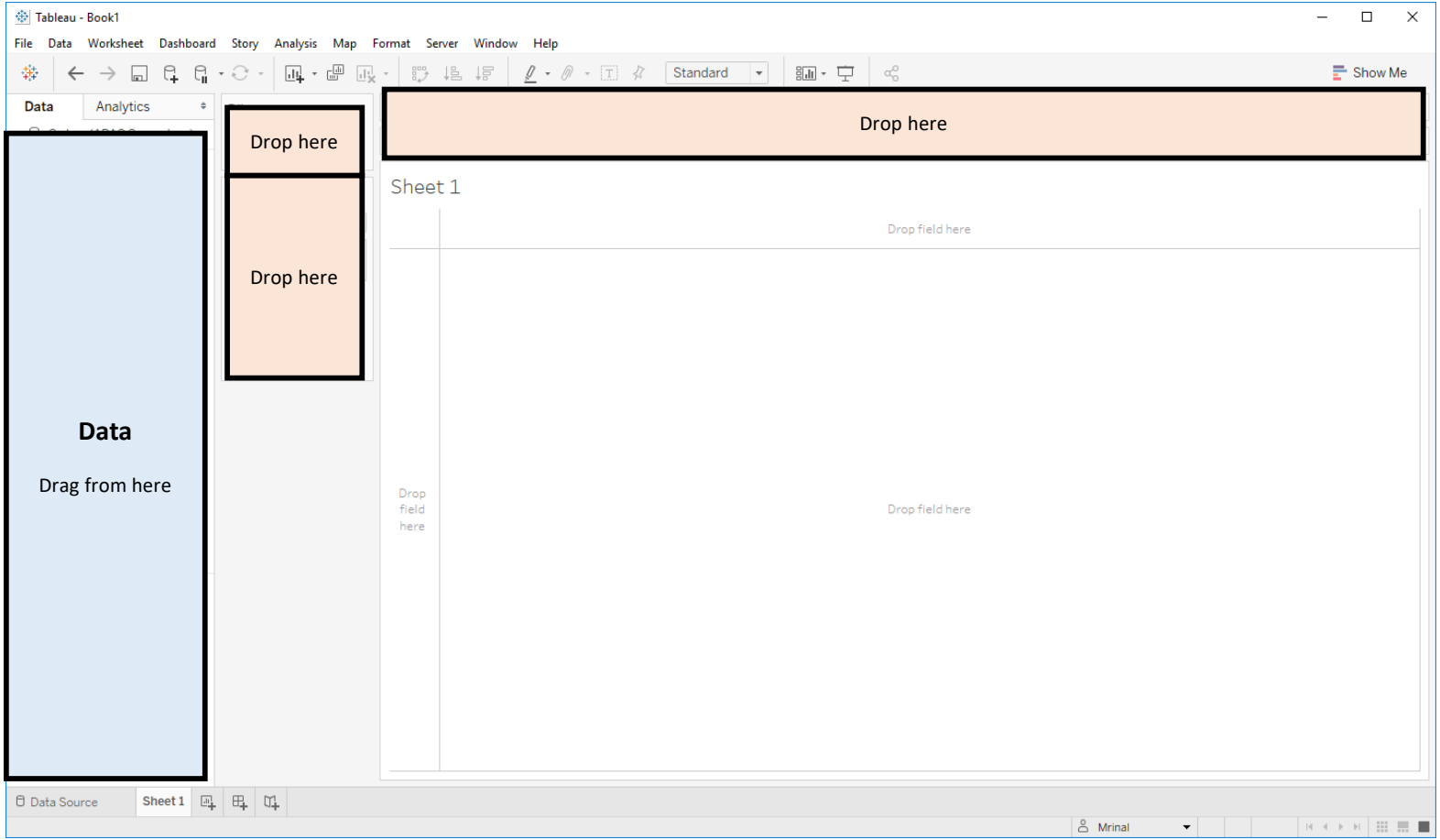


Tableau - Book1
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
Drop here
Drop here
Drop here
Data
Drag from here
Sheet 1
Drop field here
Drop field here
Drop field here
Data Source
Sheet 1
Mrinal

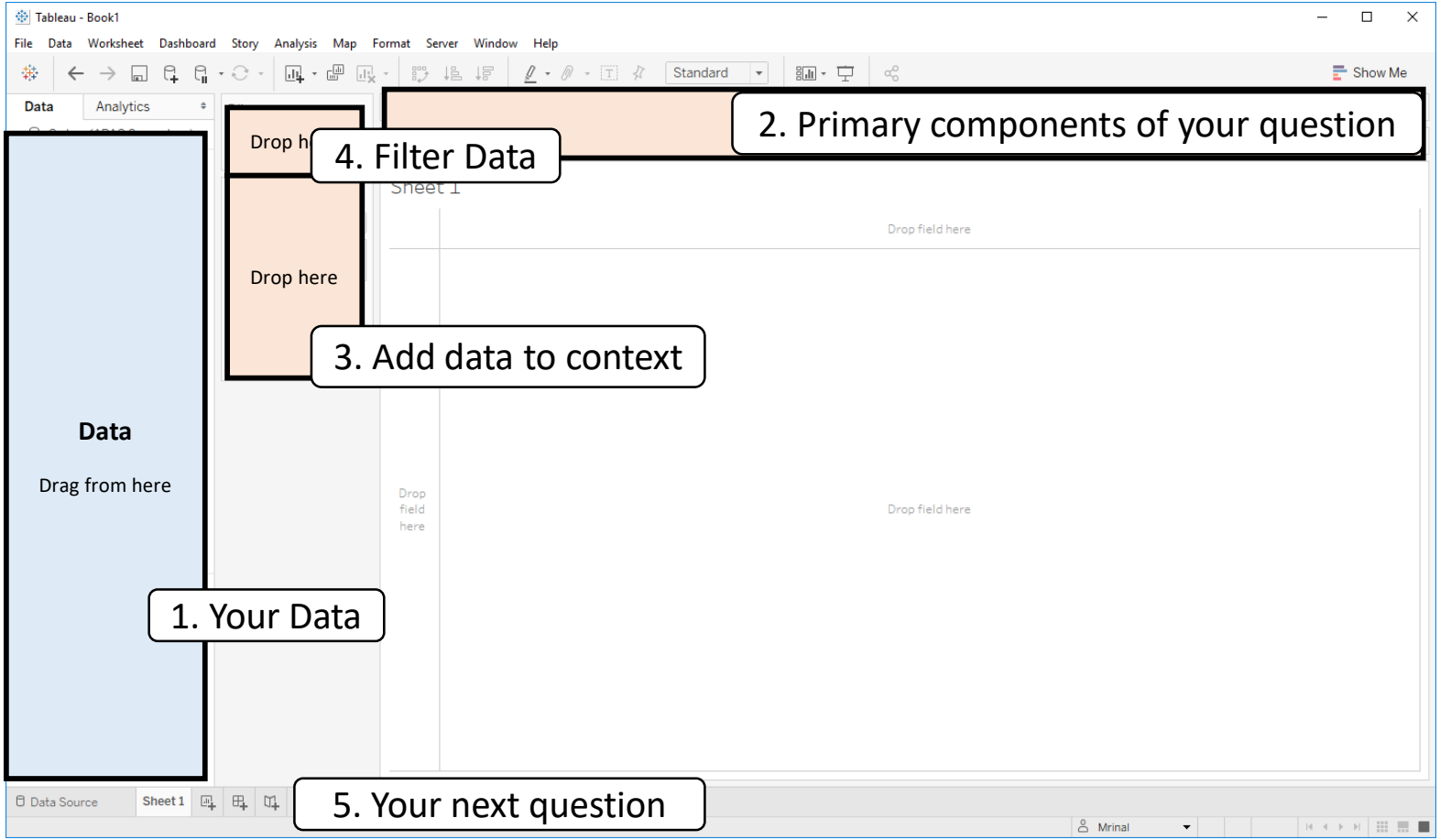


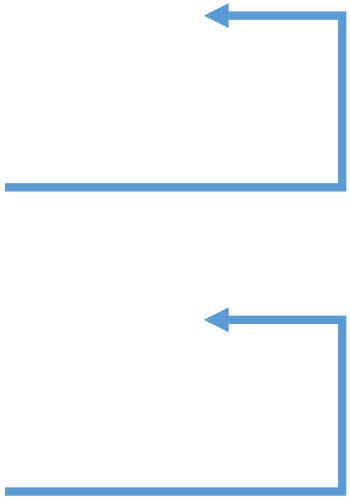
Tableau - Book1
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
Drop here
Sheet 1
Drop field here
Drop field here
Drop field here
Data Source
Sheet 1
Mrinal
2. Primary components of your question
4. Filter Data
Drop here
3. Add data to context
Data
Drag from here
1. Your Data
5. Your next question

6. Answer the Hypothesis

Demo

Our project structure

1. Understand the background
2. Understand the problem
3. Get the data
4. Understand the data
5. Generate the hypothesis
6. Answer the hypothesis
7. Present to stakeholders
8. Conclude



Repeat x9999

8. Conclusion of project:

- D-Leads are worth $124k to the business*
  - However, the opportunity cost is high
- Conditions where opportunity cost is an
  business value is
- Interestingly, “Campaign Type” is strongly correlated with “Buckets”.

The lessons we learnt:

- For us, most time was spent understanding the background
- The project flow is not linear
- Senior management love **$** & **%** & ***
- Visualizations: Informative > Fancy
- Data is not the point, it's the medium
- Lots of resources online (Google)

One more thing…

We are open to opportunities from Jan 2019

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Thank you!