

# Easy Breezy: Getting From Data to Insights

Daryl & Ruby

Product Consultant Interns

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# Ruby Yang



*Artist's depiction of  
the year 2020*

Data = ?

Data = Statistics

	E	F	G
t-Test: Two-Sample Assuming Unequal Variances			
		<i>Variable 1</i>	<i>Variable 2</i>
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	

out Formulas Data Review View

CORREL(A2:A21,B2:B17)

B	C	D	E	F	G	H
<i>one</i>	<i>Positive</i>	<i>Negative</i>				
193	170	110				
26	110	100				
178	70	140				
60	160	90				
135	70	180				
98	40	130				
72	180	60				
213	90	100				
204	90	140				
106	140	90				
162	150	100				
182	140	100				
58	120	150				
198	170	80				
132	90	110				
115	190	60				
175	180	80				
186	140	120				
150	70	190				
175	90	130				

**Correlations**

None 1,B2:B16

Positive

Negative

**Formula Builder**

Show All Functions

**CORREL**

array1 = (150;75;85;165;60;55;171;100;88;...)

A2:A21

array2 = (193;26;178;60;135;98;72;213;204;...)

B2:B16

Result: CORREL(A2:A21,B2:B16) Done

**fx CORREL**

Returns the correlation coefficient between two data sets.

**Syntax**

CORREL(array1,array2)

- array1: is a cell range of values. The values should be numbers, names, arrays, or references that contain numbers.
- array2: is a second cell range of values. The values should be numbers, names, arrays, or references that contain numbers.

[More help on this function](#)

# Data = poor ROI

Return

Investment

\_\_\_\_\_ = \_\_\_\_\_

	A	B	C	D
1	<b>X</b>	<b>None</b>	<b>Positive</b>	<b>Negative</b>
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

EXCEL TUTORIAL HELP.COM



Excel 2013 Tutorials for Beginners

Hun Kim

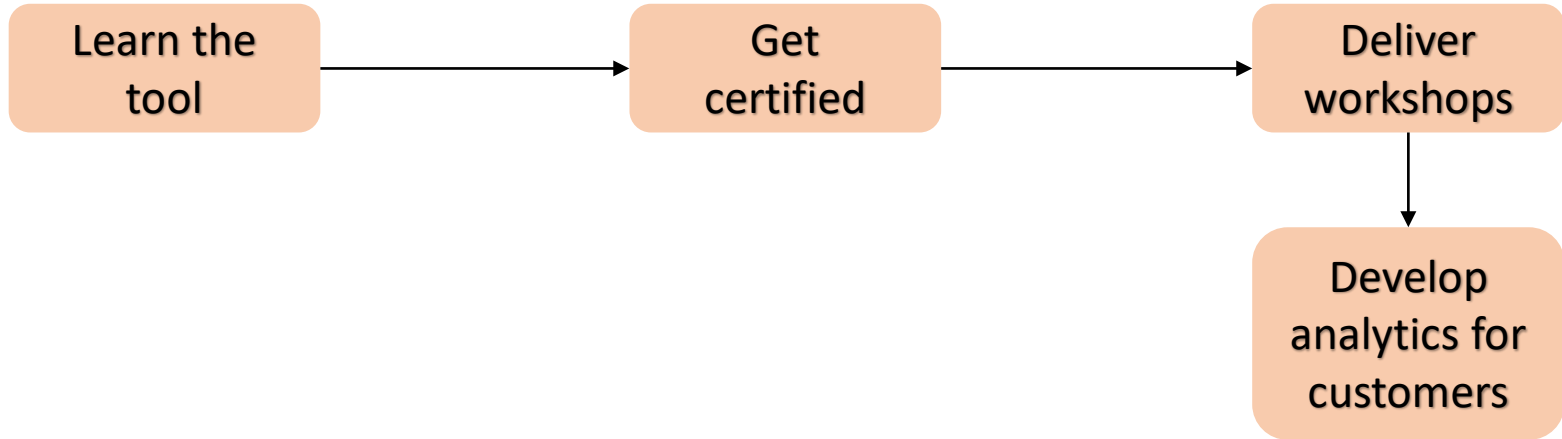
Excel 2013 Tutorial - Basic Graph • 3:29

Excel 2013 Tutorial - Copy, Cut, Paste (paste without

[VIEW FULL PLAYLIST \(83 VIDEOS\)](#)



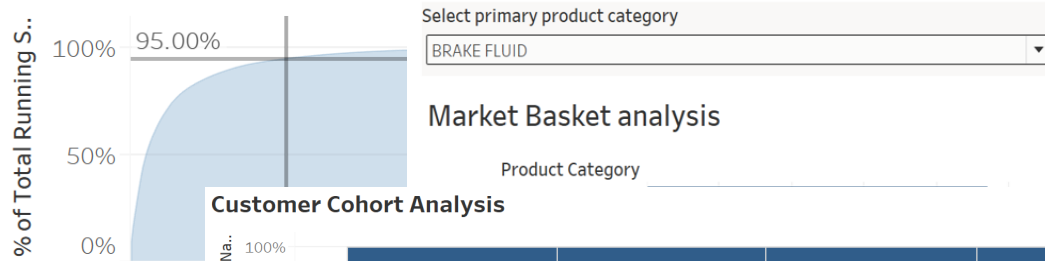
# In the past 4 months...



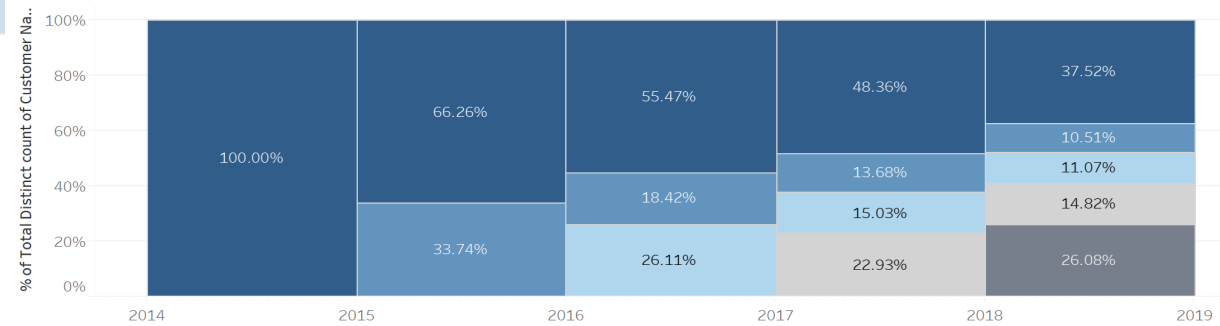


# In the past 4 months...

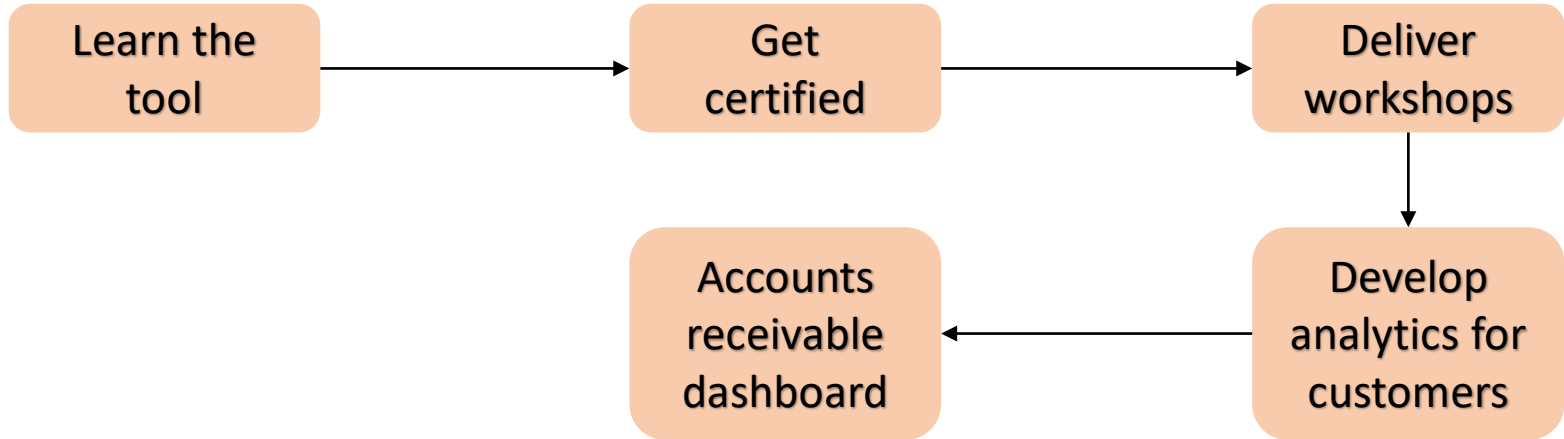
## Product Sales Pareto Chart



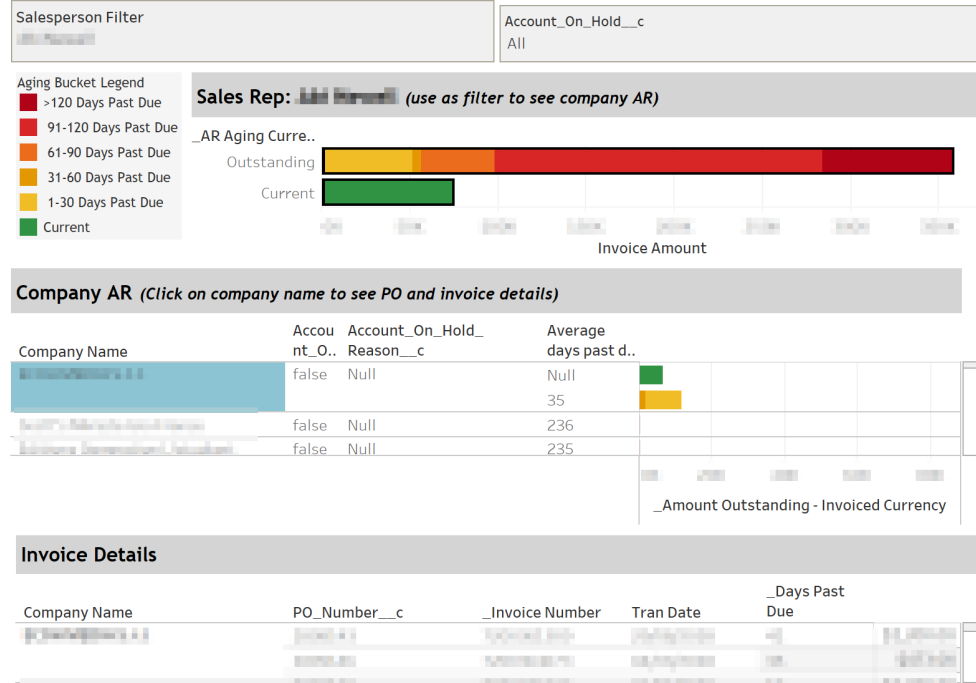
## Customer Cohort Analysis



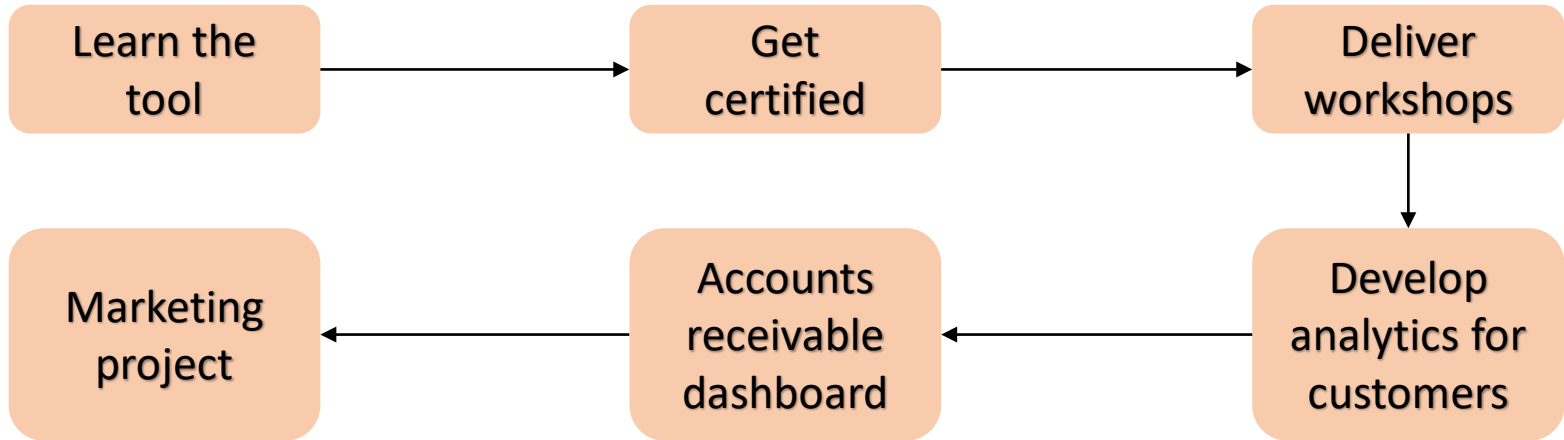
# In the past 4 months...



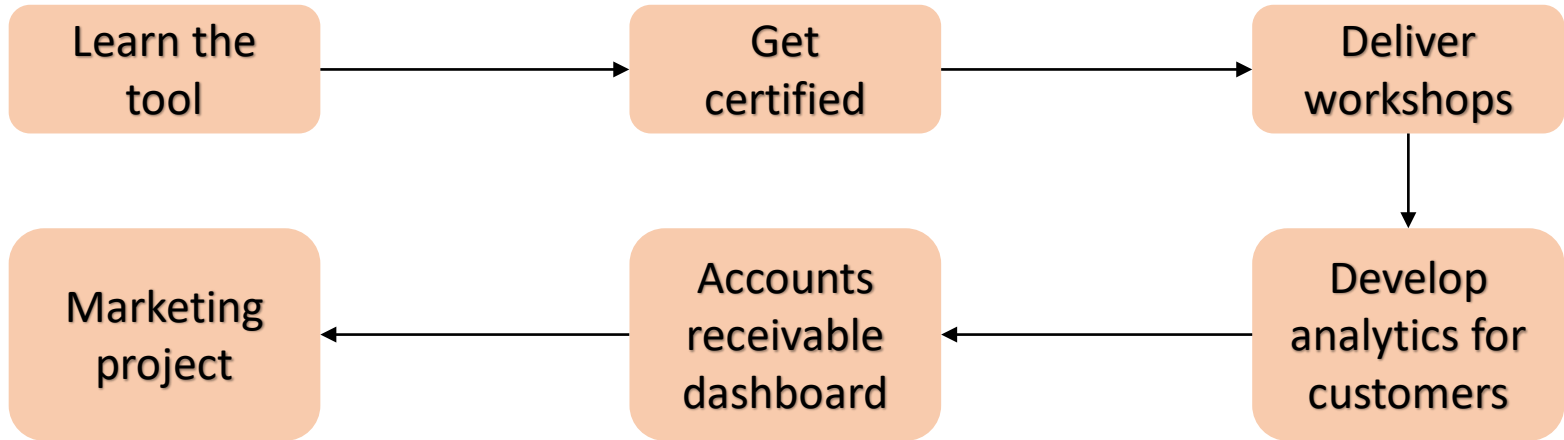
# In the past 4 months...



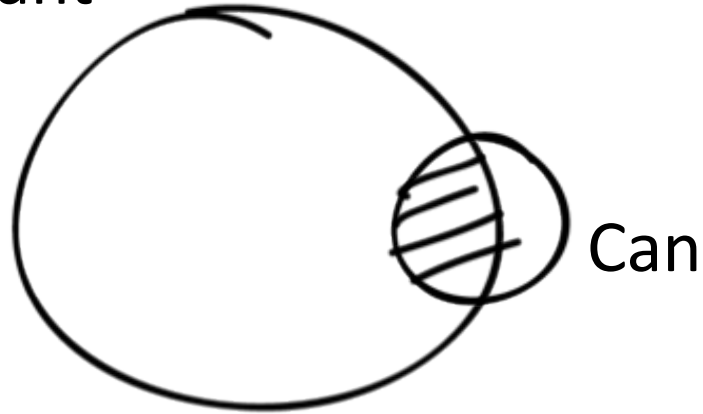
# In the past 4 months...



# In the past 4 months...



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

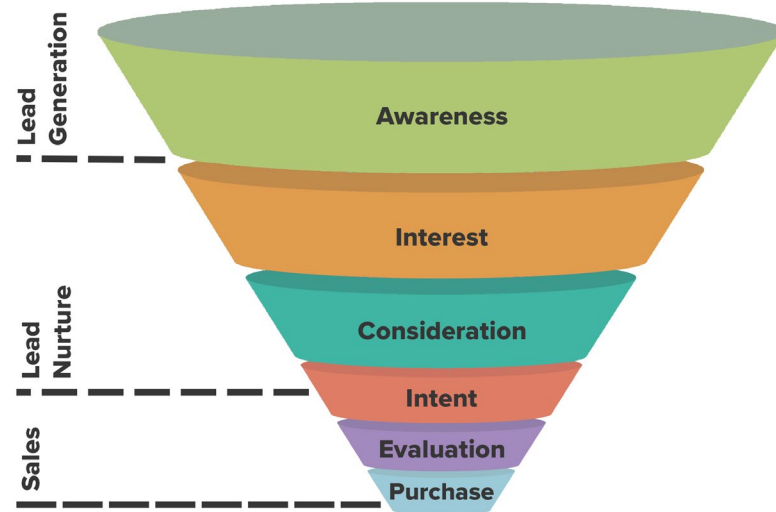
get excited and  
take that first step



# 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

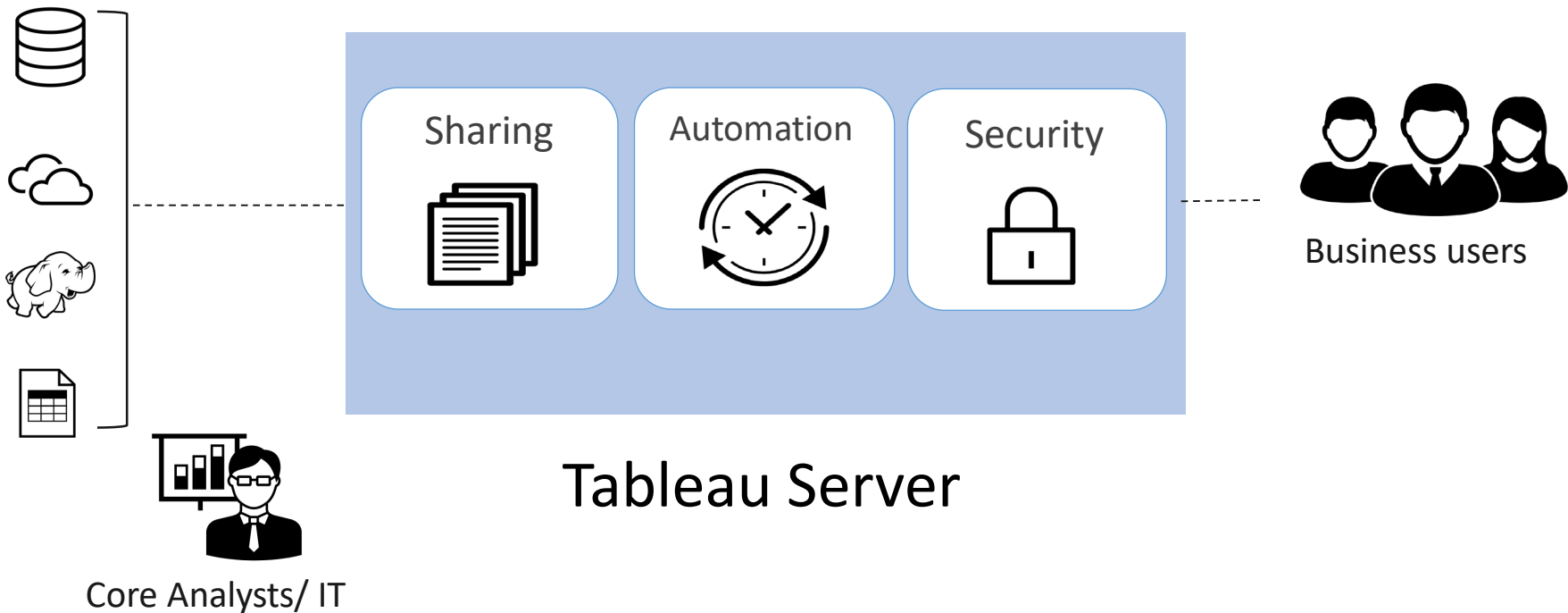
# 1. Understand the Background



## 2. Understand the Problem

“What is the business value of the D-Leads?”

# 3. Get the Data



# 3. Get the Data

*Demo*

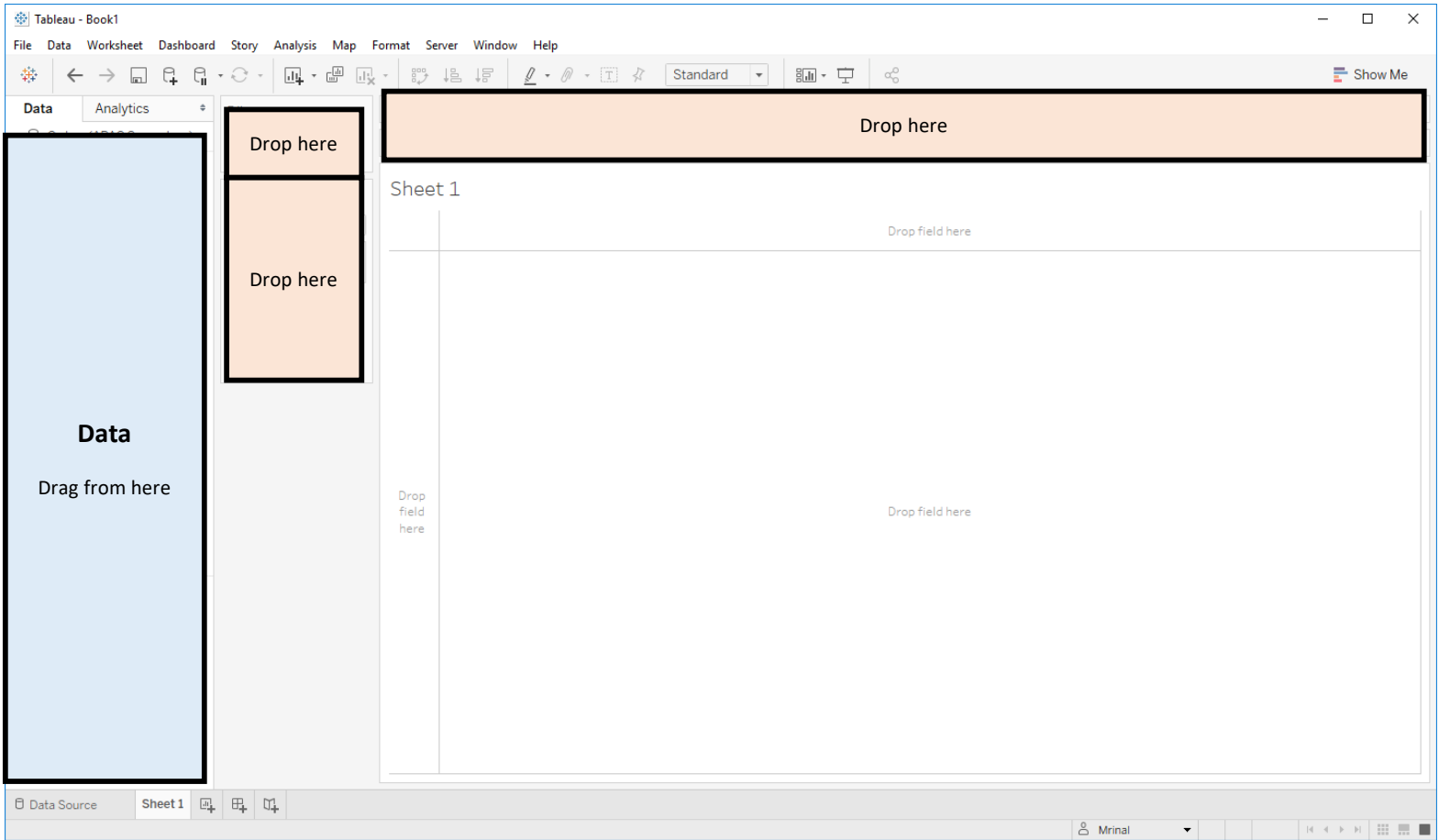
# Our project structure

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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





The image shows a Tableau interface with five numbered callouts overlaid on it, illustrating a workflow:

- 1. Your Data**: Points to the 'Data' pane on the left, which contains the text 'Data' and 'Drag from here'.
- 2. Primary components of your question**: Points to the top of the main workspace area.
- 3. Add data to context**: Points to the 'Drop here' area in the top-left section of the workspace.
- 4. Filter Data**: Points to the 'Drop here' area in the middle-left section of the workspace.
- 5. Your next question**: Points to the bottom of the main workspace area.

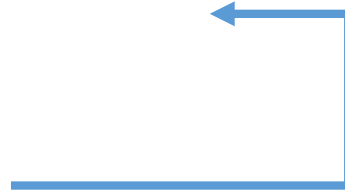
The Tableau interface includes a menu bar (File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help), a toolbar with various icons, and a 'Show Me' button. The main workspace is labeled 'Sheet 1' and contains several 'Drop field here' prompts.

# 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  and 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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Ruby Bixuan Yang

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Thank you!