Expanding Your Data Fluency

TELLING STORIES WITH DATA COLLECTION

1 Week Experience

Businesses create, collect, and use multitudes of data to guide critical business decisions in all functional areas. While today's leaders are expected to make increasingly data-driven judgements on a regular basis, many leaders may not have been trained in the fundamentals of data interpretation. What key insights might leaders be missing when making data-based business decisions?

In this experience, designed for leaders who use any type of data to make decisions on regular basis, Professor Yael Grushka-Cockayne prepares leaders to see data in new ways, and make more meaningful, informed decisions based on the data they use regularly in their roles.

Estimated Time Commitment: 2.5 – 3 hours
Faculty Video Lectures: 30 Minutes
Create Action Plan: 75 – 90 Minutes
Interactive Activities: 45–60 Minutes

Key Learnings

- Understanding key concepts related to business analytics
- How to ask the right questions about data
- How to derive insights from working the data
- Using data to learn about the business and connect it to business challenges and decisions

Assignment Details: Create an Action Plan

- Identify a common business decision that relies on data.
- Apply data fluency to describe a critical dataset in new ways.
- Identify sources of bias in the way the data has been interpreted for business decisions.
- Apply new insights from data to make evidence-based decisions at work.

Faculty: Yael Grushka-Cockayne

YAEL GRUSHKA-COCKAYNE

Dr. Yael Grushka-Cockayne is a Professor of Business Administration at UVA's Darden School of Business. Her research and teaching activities focus on data science, forecasting, project management and behavioral decision-making. Before starting her academic career, she worked in San Francisco as a marketing director of an Israeli ERP company. As an expert in the areas of project management, she has served as a consultant to international firms in the aerospace and pharma industries.