

DATA CONSULTING SKILLS



Training Material

<https://sievox.be/2024-data-consulting-skills/>



2 DAY TRAINING

31/7

DEFINING AND
SELLING A STORY

14/8

WORKSHOP
TECHNIQUES



2 DAY TRAINING

31/7

DEFINING AND
SELLING A STORY

CONTINUE

14/8

WORKSHOP
TECHNIQUES



JUVO MAKES DATA PROFITABLE

USE CASES
CUSTOMERS

- PLANNING OPVOLGEN
- SALES DASHBOARD
- ASSET DASHBOARD
- QA DASHBOARD
- AI "TRIDGE" BOT
- STOCK MNGMT
- DL OPS REPORTING
- CAPACITY PLANNING
- CUST 360*
- TEST MANAGER REPORTING
- PRODUC MANAGER
- MANAGER REPORTS
- INSIGHT REPORTING TIME TO MARKET ↓
- BUSINESS PROCES AUTOMATION
- PRODUCT REPORTING
- PREDICT. MAINTENANCE
- MIKE
- DEXIS
- WPS
- VAN OIRSCHOT
- BELFIUS
- WF-ENGAGE
- RAVALO
- ENFCO
- ASML
- ARGENTA

CONTEXTS

- RETAIL
- WHOLE SALE
- FACILITY MNGMT
- FINANCE & INSUR.
- CALL CENTER
- DISTR (CHEMISTRY) recycling
- UTILITIES
- SEMI-CONDUCTOR
- OP. EXCELLENCE
- SALES EXCELLENCE
- ASSET MNGMT
- MFG MNGMT
- CUST SUPPORT
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- USER ACC TESTING
- AGILE DELIVERY
- NEAR REAL TIME
- DATA LITERACY
- PRIVACY & SECURITY
- DATA QUALITY
- TRANSACT. DATA
- TERMS & DEFINITIONS
- DATA MODEL
- COLLIBRA
- DATA CATALOG
- DATA SOURCE INVENTORY

DATA MANAGEMENT



How to communicate?

1. Detect your audience's persona
2. Map on the data communication framework
3. Create a presentation for your audience

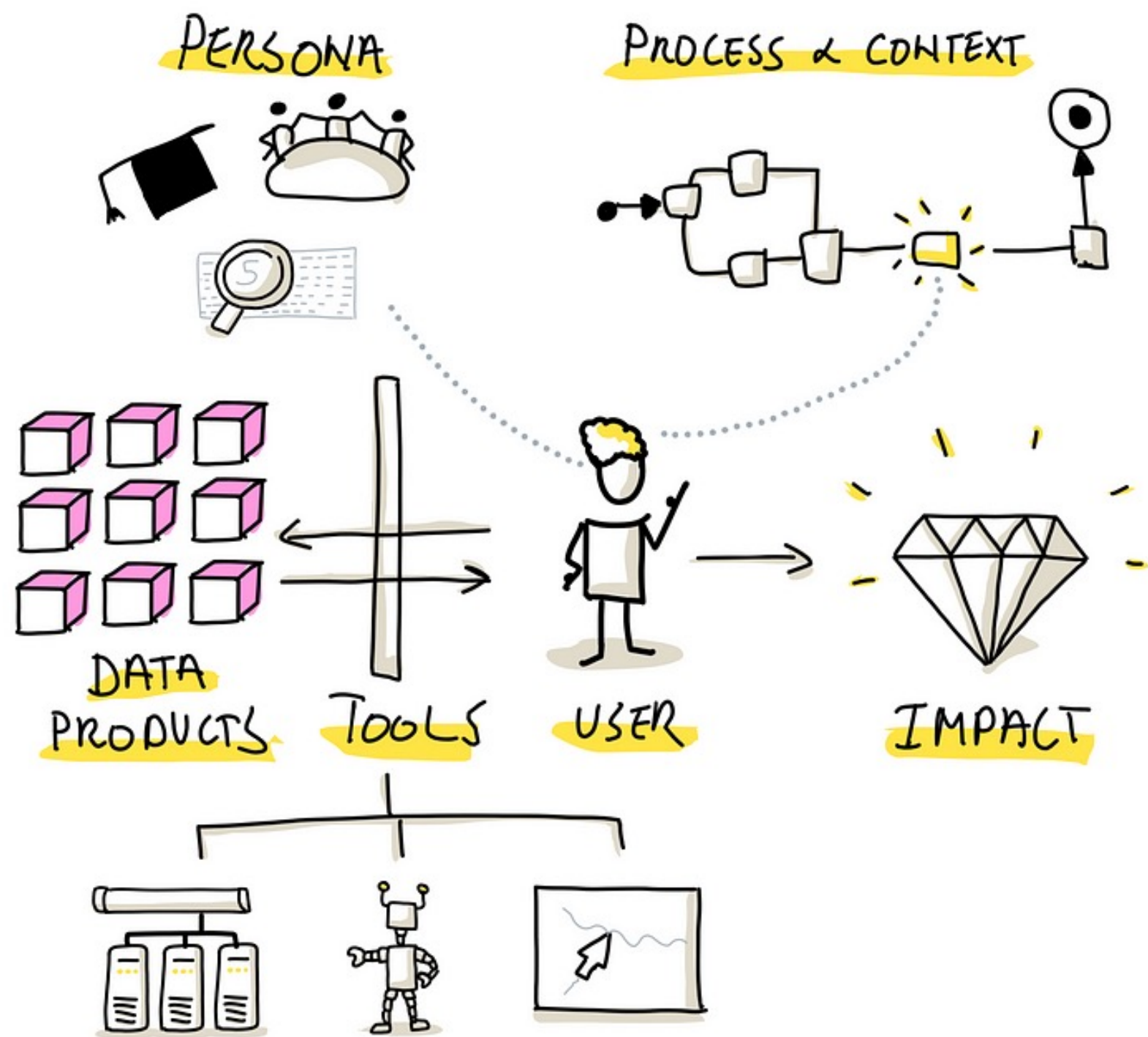


How to communicate?

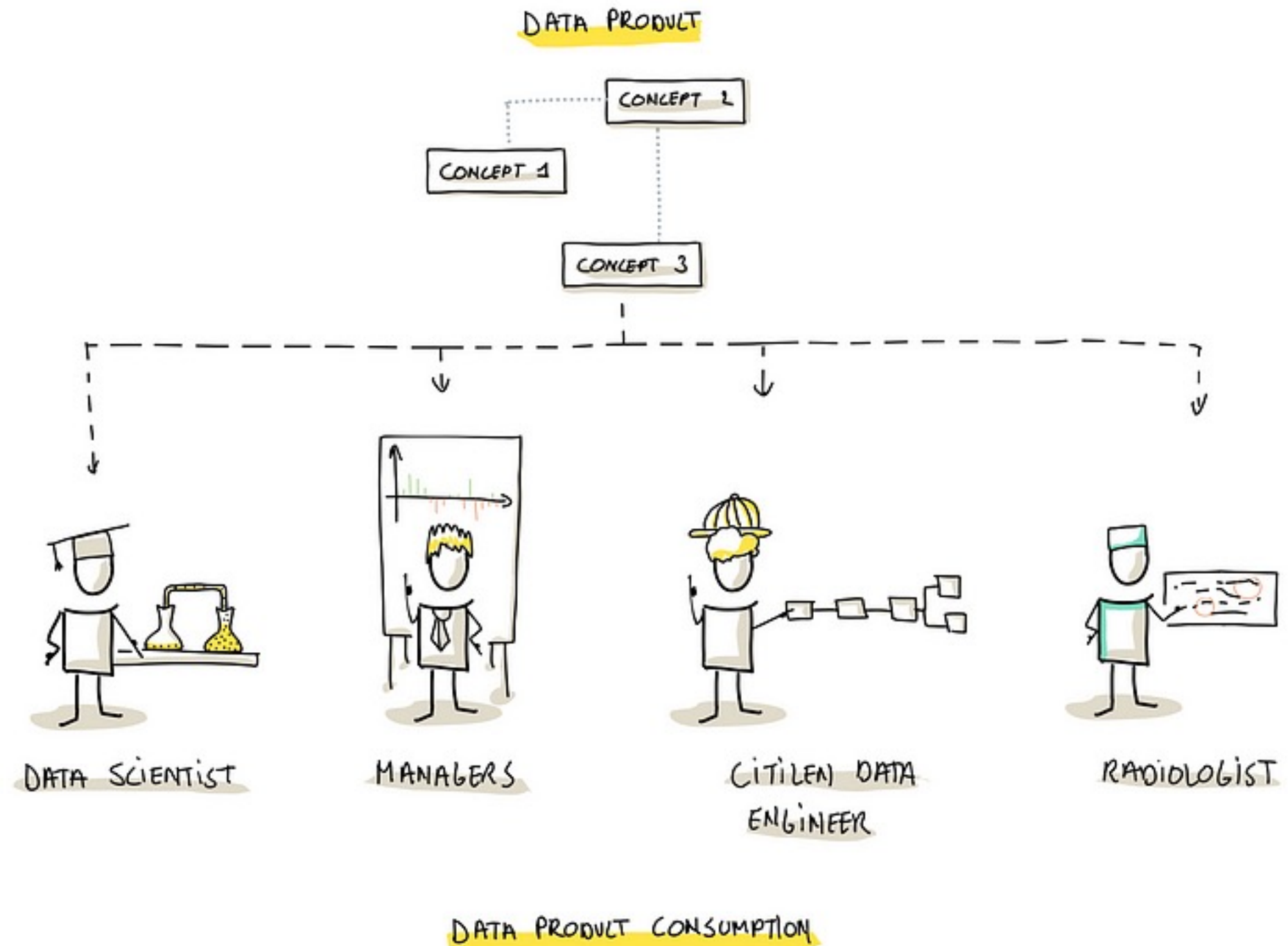
- 1. Detect your audience's persona**
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Personas?



Personas?



3 Example Personas

1

CFO

2

IT Manager

3

Data Manager



3 Example Personas

1

CFO

2

IT Manager

3

Data Manager



About me:

25 years finance, corporate strategy and M&A experience

Goals:

Reduce finance expense
Realize Efficiency from Cloud IT

Needs:

“Show me the numbers”
Realistic forecasts
Clear ROI

Personality:

Introvert Extrovert



Analytical Creative



Busy Time rich



Unstructured Organized



Visual Verbal



Network:

Board and investors.

Pain Points:

Need to ensure our investment goes towards long-term value creation.

Often hard to see where tech investment is going: tech for the sake of tech.

Interests:

Finance social events; active member of charter group.

Behaviour Traits:

Strategic

Determined

Ethical



3 Example Personas

1

CFO

2

IT Manager

3

Data Manager



IT Manager Marvin

Background:

- Head of IT
- Working for company for 6 years
- Started career as a programmer
- Married with 3 Children (4, 7, 9)

Demographics:

- Age 40-50
- Income 100k to 120k
- Lives in suburbs

Top Challenges:

- Keep IT and all systems up and running
- Ensure IT issues are fixed within SLA
- Disaster recovery approach cumbersome
- Managing software installed on PC's



3 Example Personas

1

CFO

2

IT Manager

3

Data Manager





Data Manager

Data Managers support organisations with the sourcing, acquisition, management, integration and sharing of data to provide business insights and drive data-based decision making.

At a glance



Data sharing, ethics, security, and privacy



Quality, governance, and risk management



Data systems / networks



Data Storage



Data Policy, Guidelines, Standards & Regulations



Data Collection

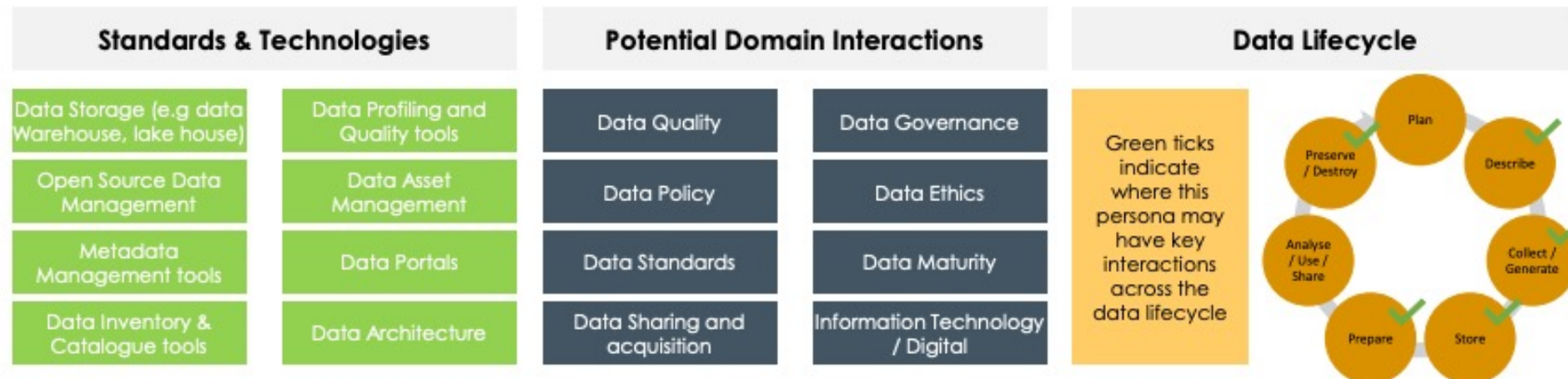


Data Management Body of Knowledge

Data Managers carry out a combination of different functions that collectively aim to make sure that the data in corporate systems is accurate, available and accessible. They work to increase the visibility and interrogability of an organisation's data assets, optimise the use of data within the bounds of policy and regulation, ensure reliable data is accessible and aligns with established guidelines and can be used in scalable and repeatable processes.

Data Managers create, curate, access and update data from multiple sources, ensuring it is stored in an appropriate manner. They ensure data can be used by other data professionals in a way that balances business need with security, data ethics and privacy standards, including appropriated archiving and destroying data as required.

They support the delivery and implementation of enterprise data management activities, oversee the data quality control process, and record management including archiving and curation. The role informs data policy development, which supports governance.

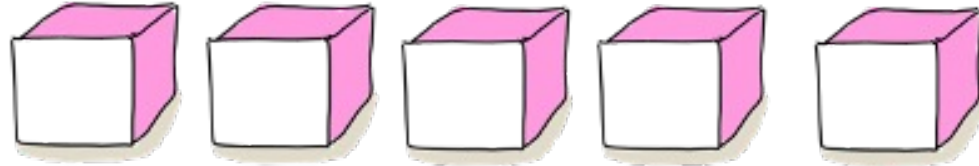


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BUSINESS GOALS



USE CASES (PRODUCTS)



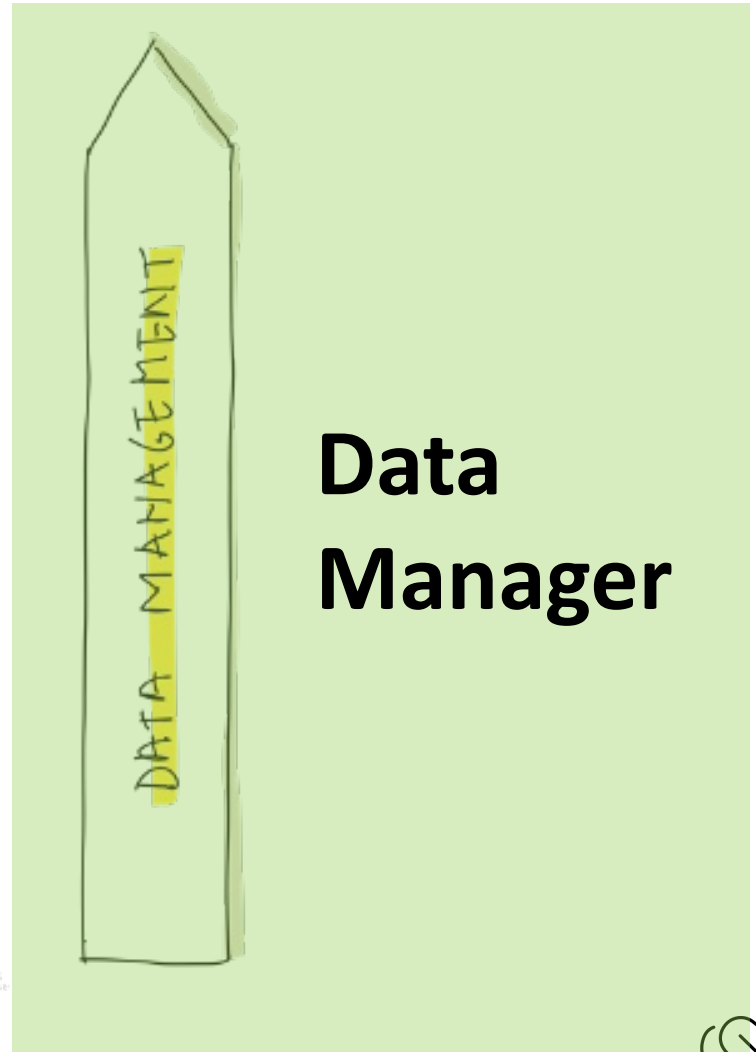
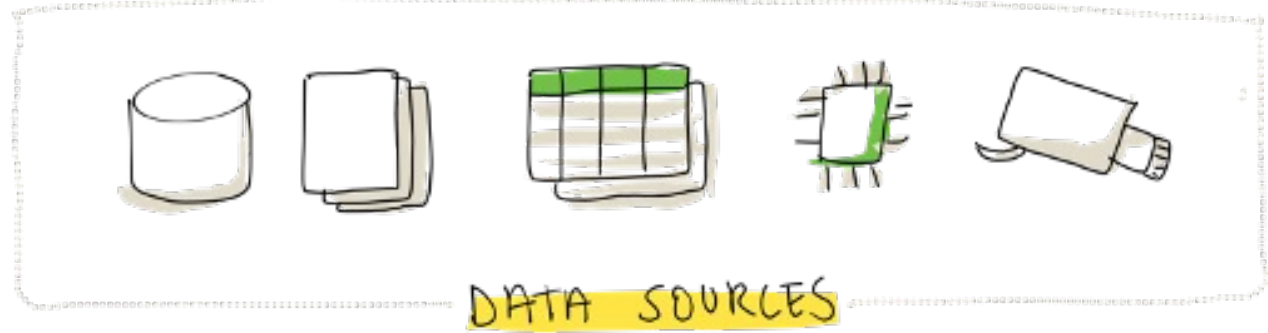
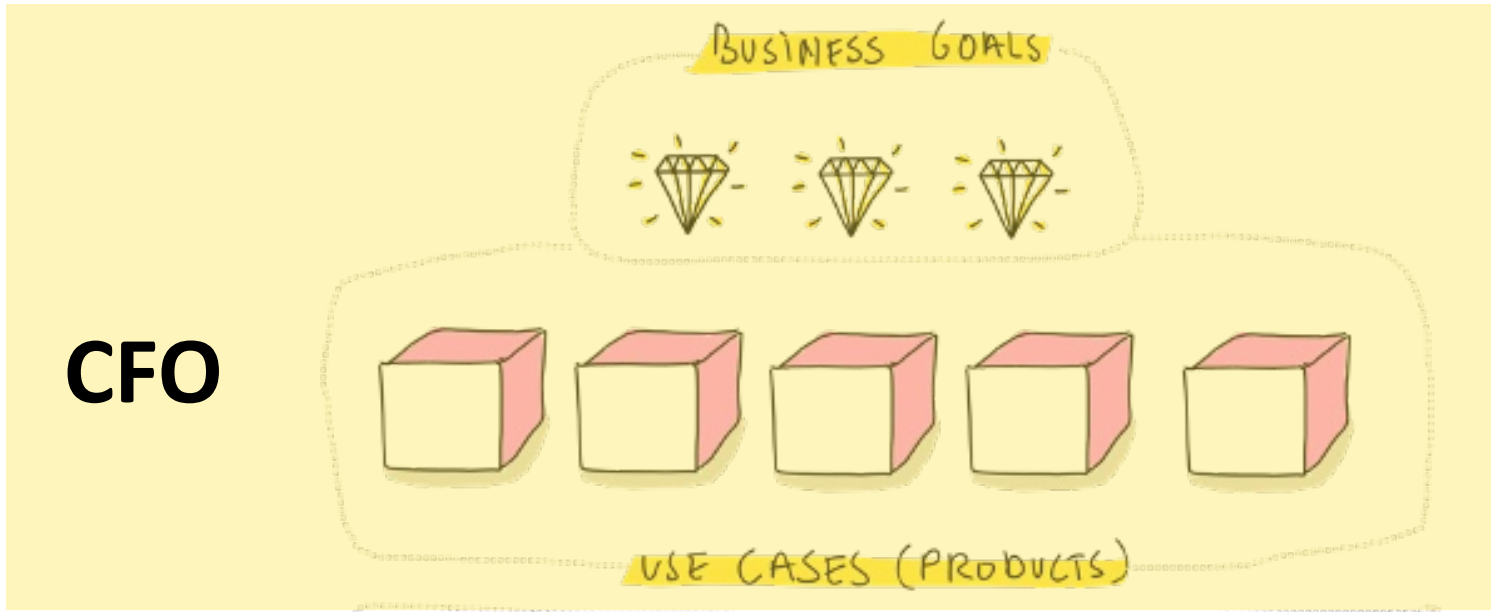
DATA PLATFORM



DATA SOURCES

DATA MANAGEMENT





How to communicate?

1. Detect your audience's persona
2. Map on the data communication framework
- 3. Create a presentation for your audience**



Exercise 1

- Question : **“How did Juvo help other customers to make data profitable?”**
- Groups of 2/3
- Choose 1 persona
- Craft a story for that persona
- Tell the story in max 5’



JUVO MAKES DATA PROFITABLE

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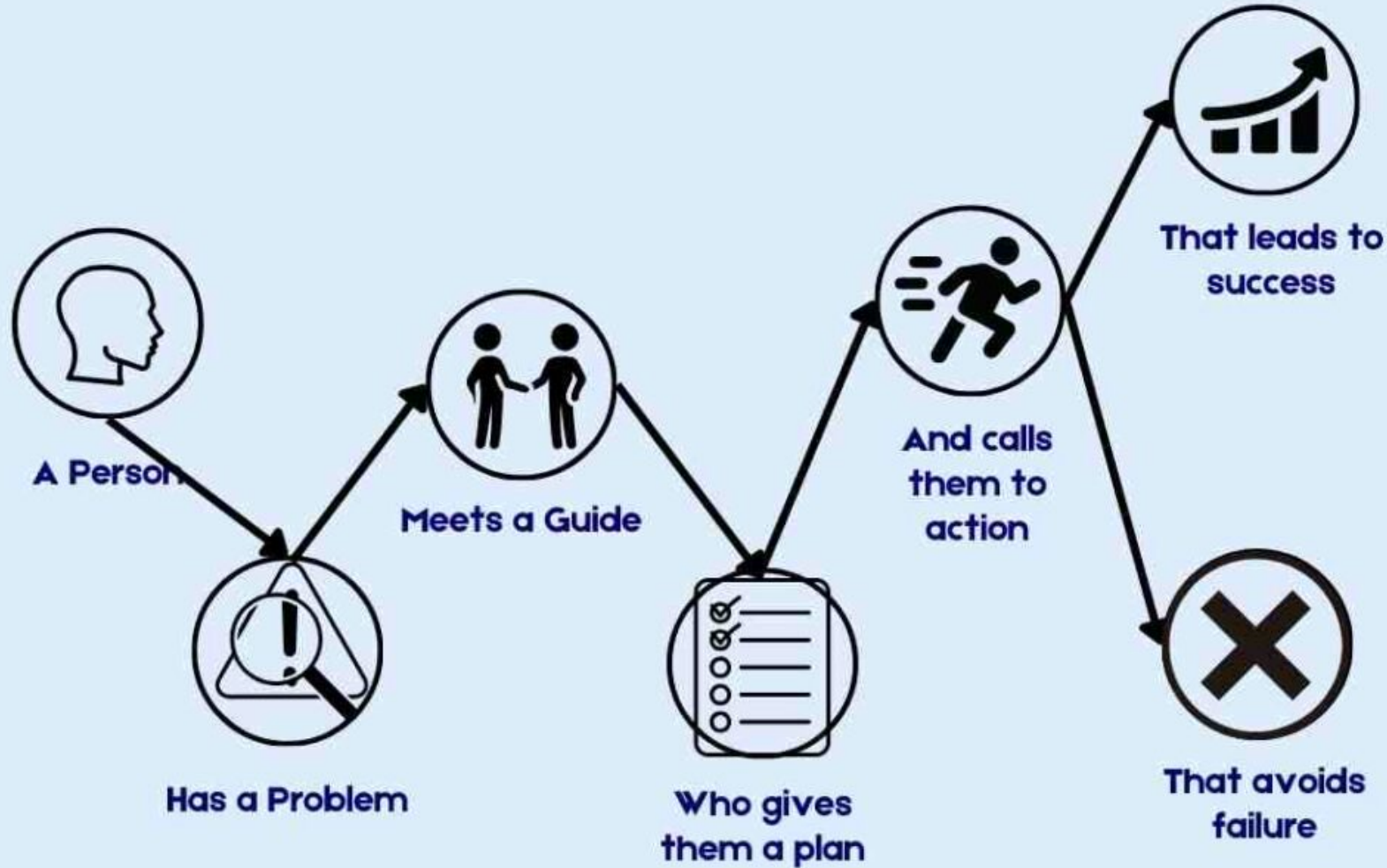
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DATA MANAGEMENT



The StoryBrand Framework

Storytelling RECAP



The Problem-Agitate-Solve (PAS) Framework



The Problem

Describe a problem, your audience can relate to. Address a challenge or pain point. Use words, your audience would use.



Agitate

Make your audience feel the burden of the problem. Delve into the pain, frustration, or negative consequences.



Solve

Introduce your product, service, or idea as the answer to the audience's problem. Offer a remedy to the audience's pain points.



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"FICTIVE" CONTEXT

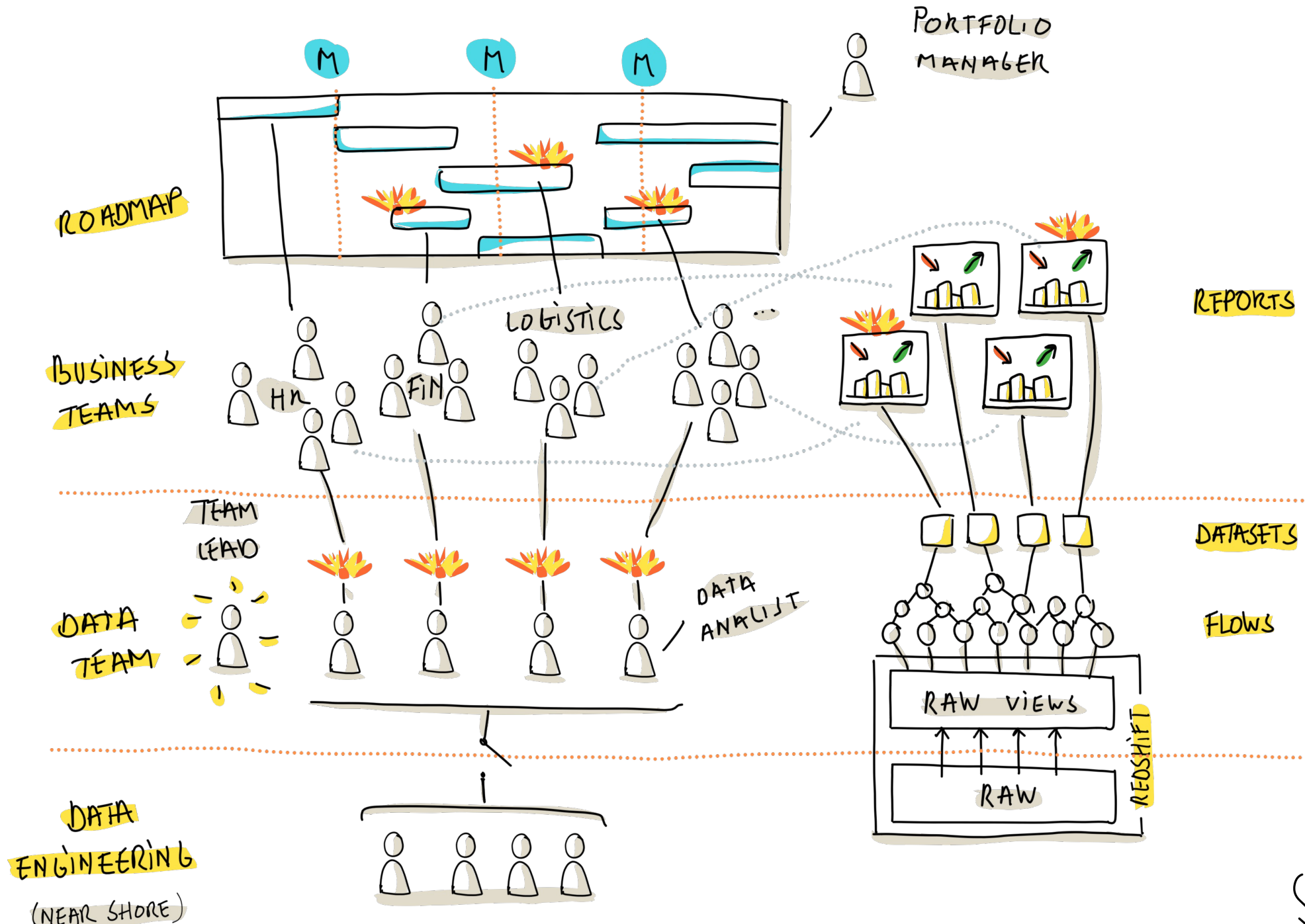


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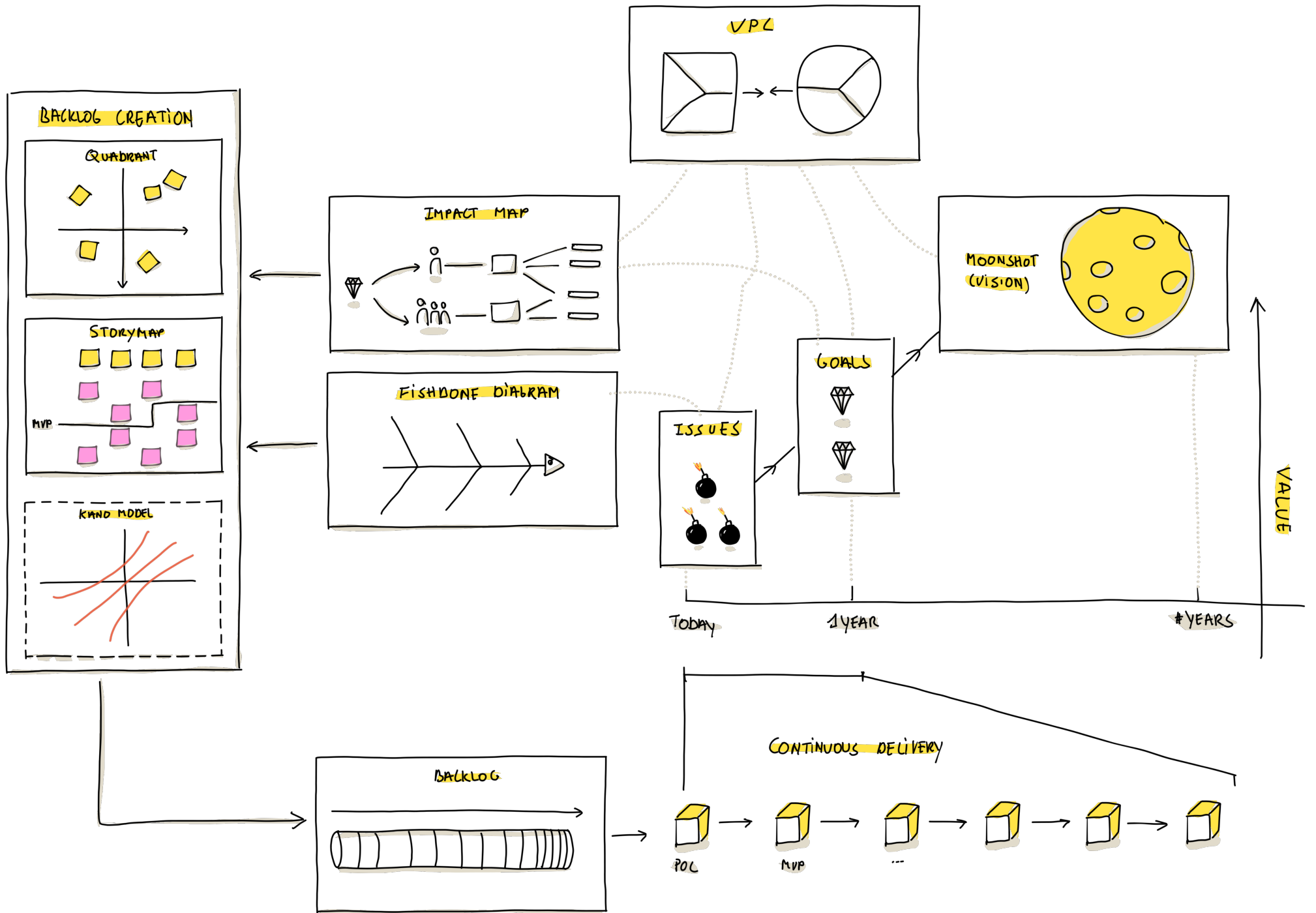
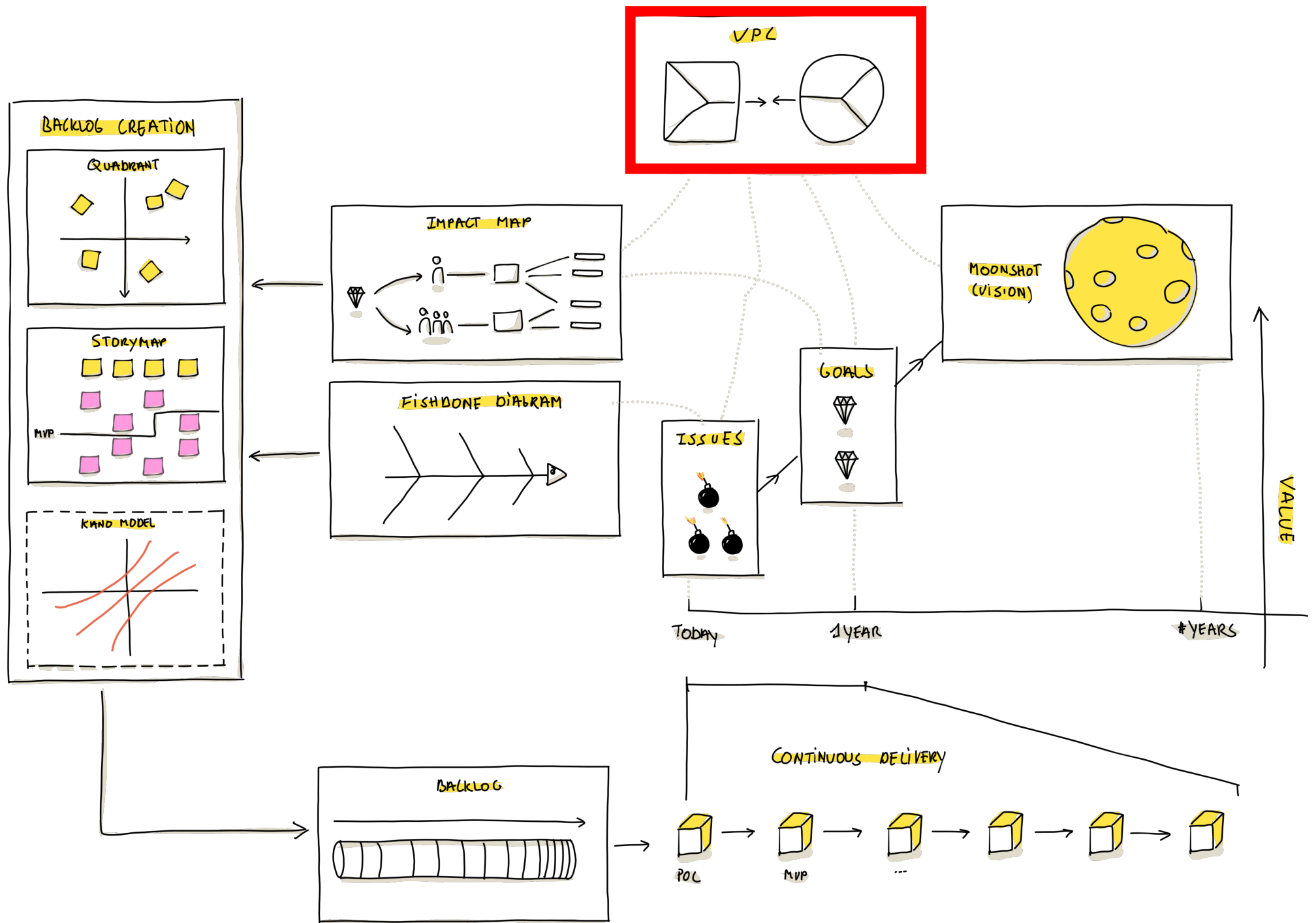
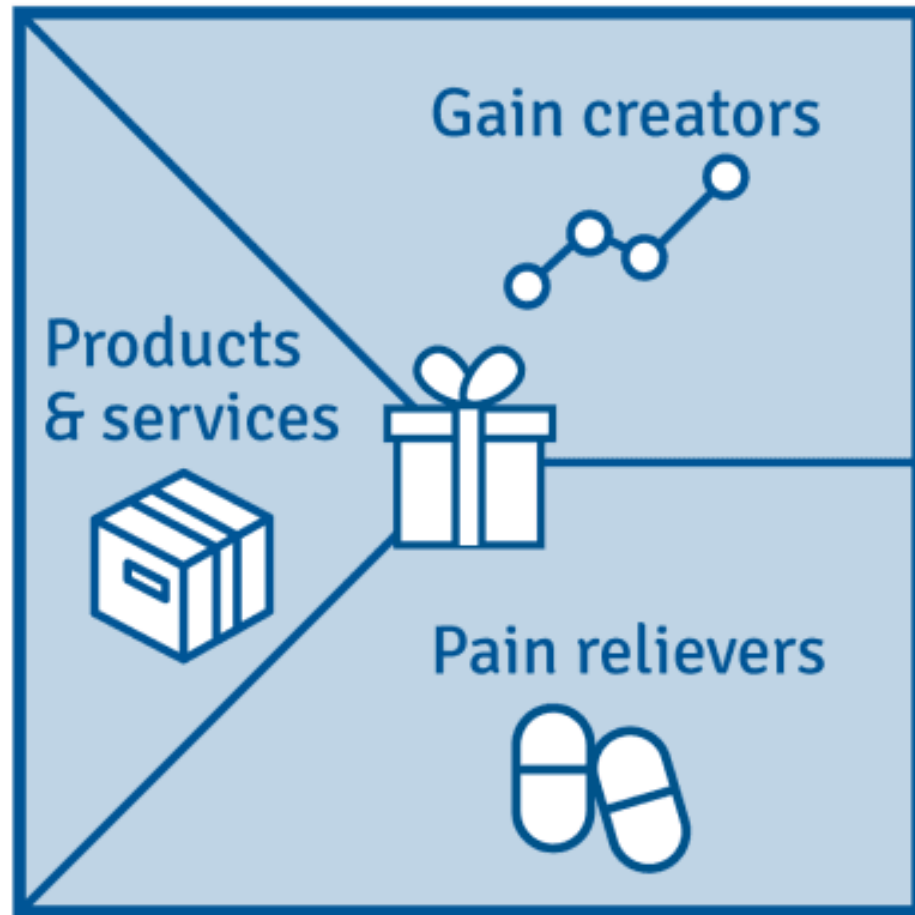


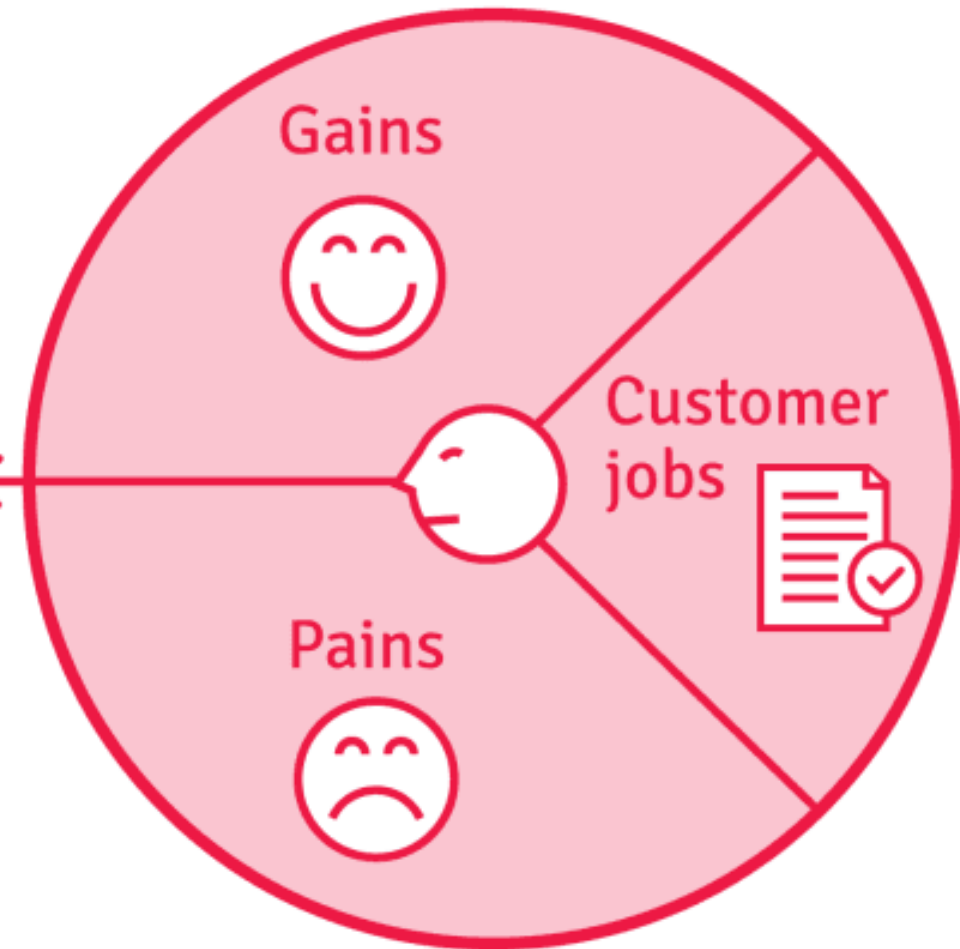
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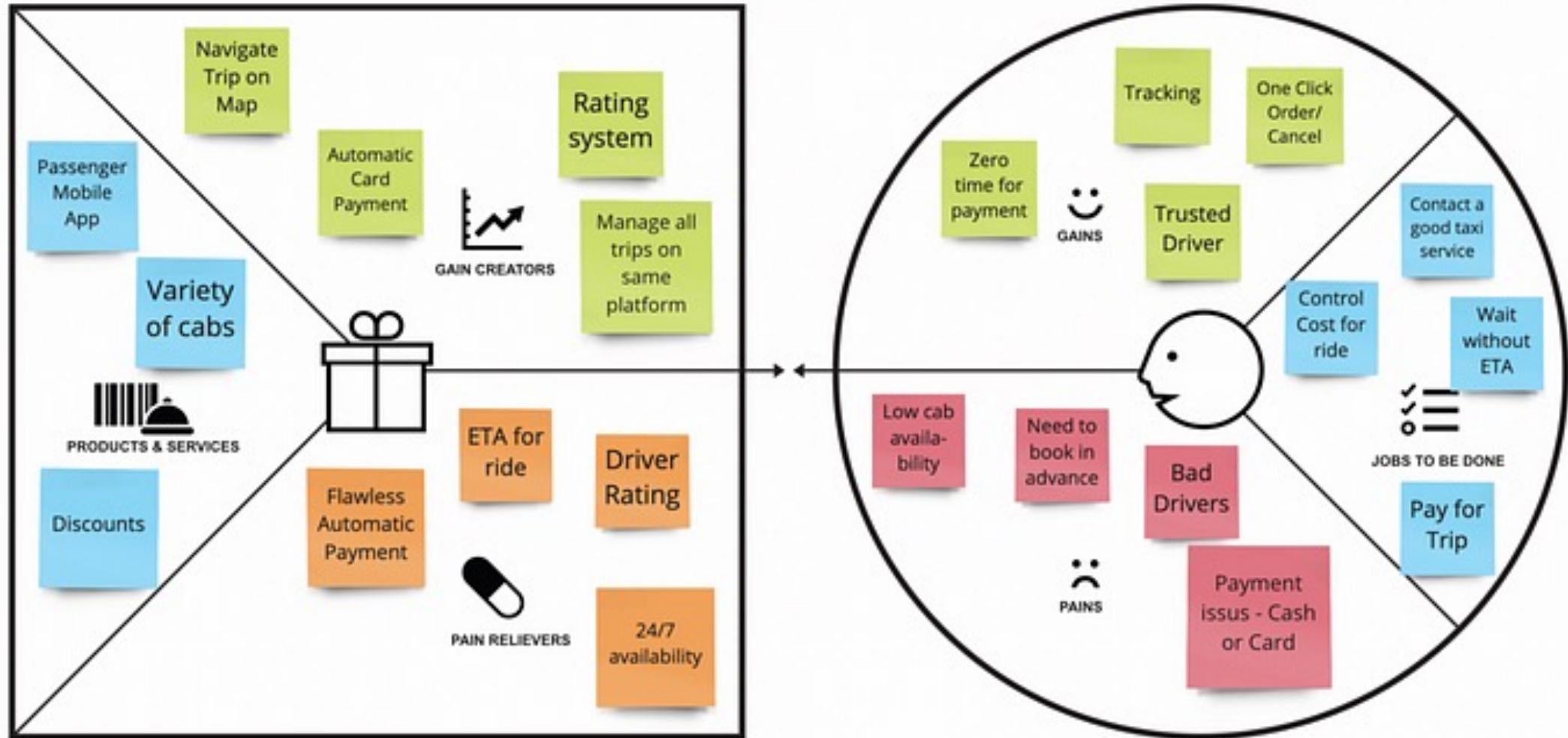
Value Proposition



Customer Profile



Value Proposition Canvas for Uber



Exercise 2

- Choose a persona per group:
 - Team Lead
 - Head of Logistics
 - Data Engineer
- Create a VPC for the selected persona

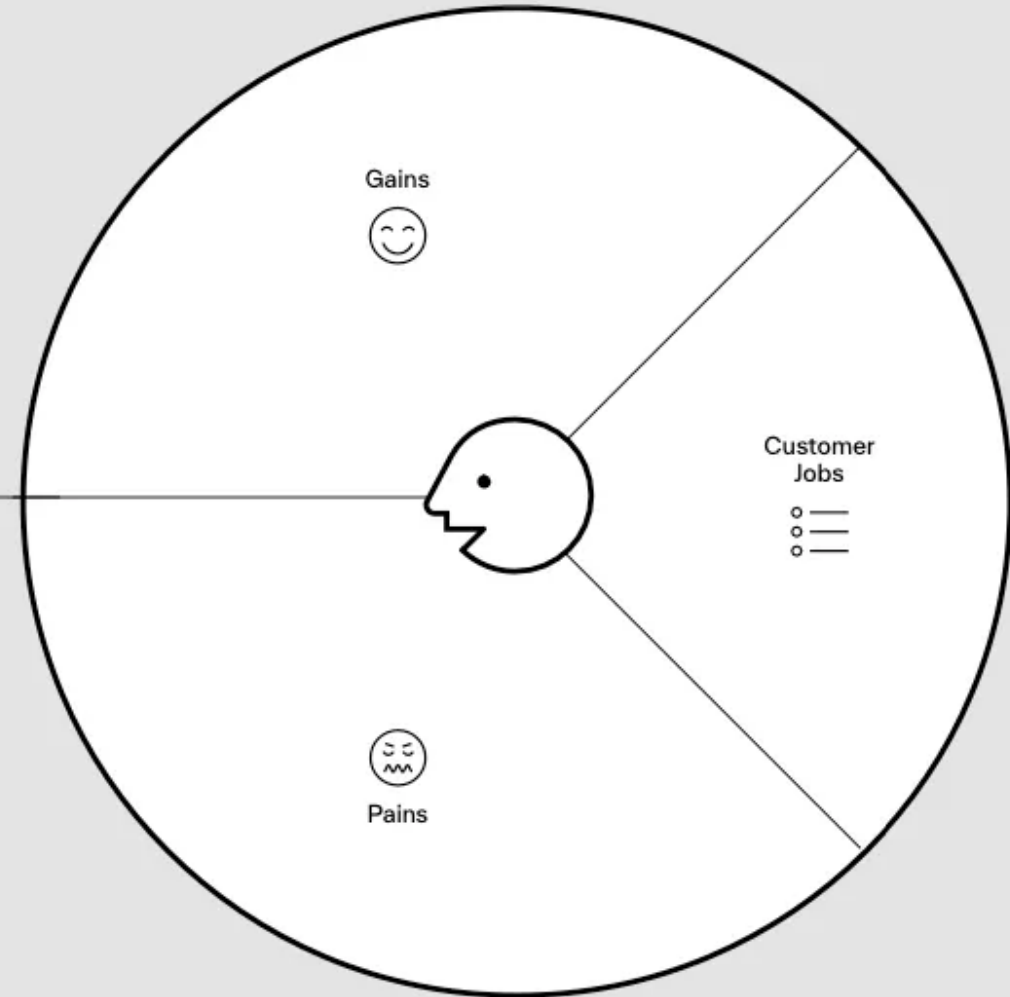
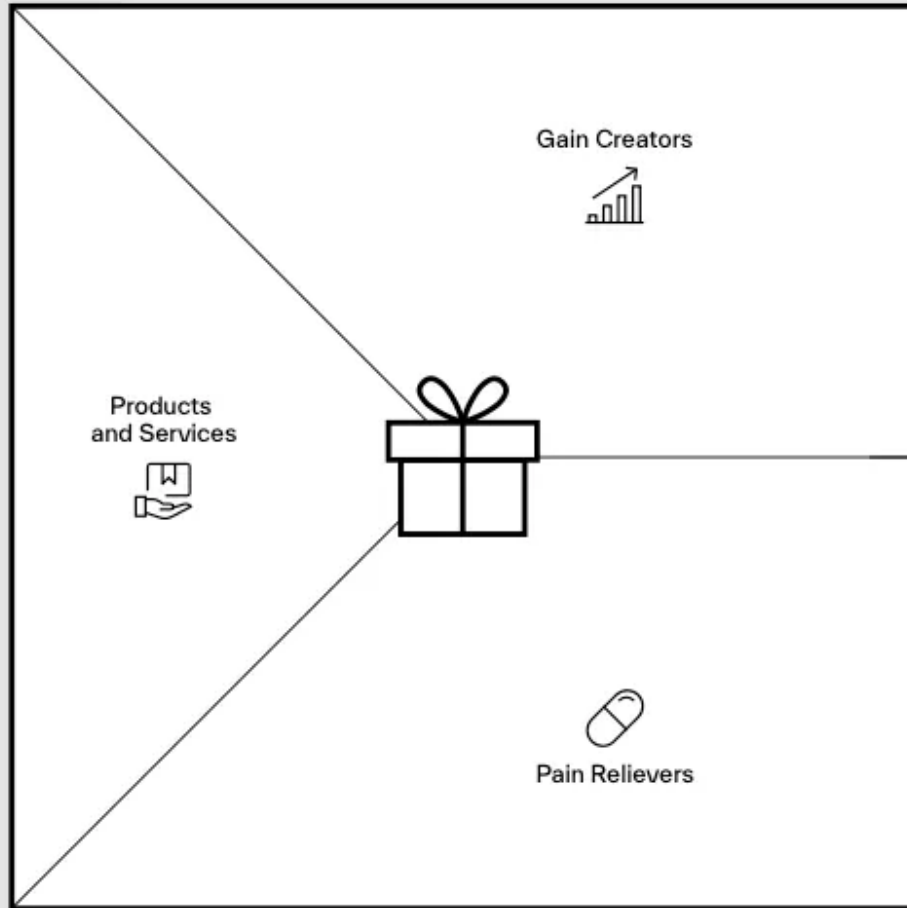


The Value Proposition Canvas

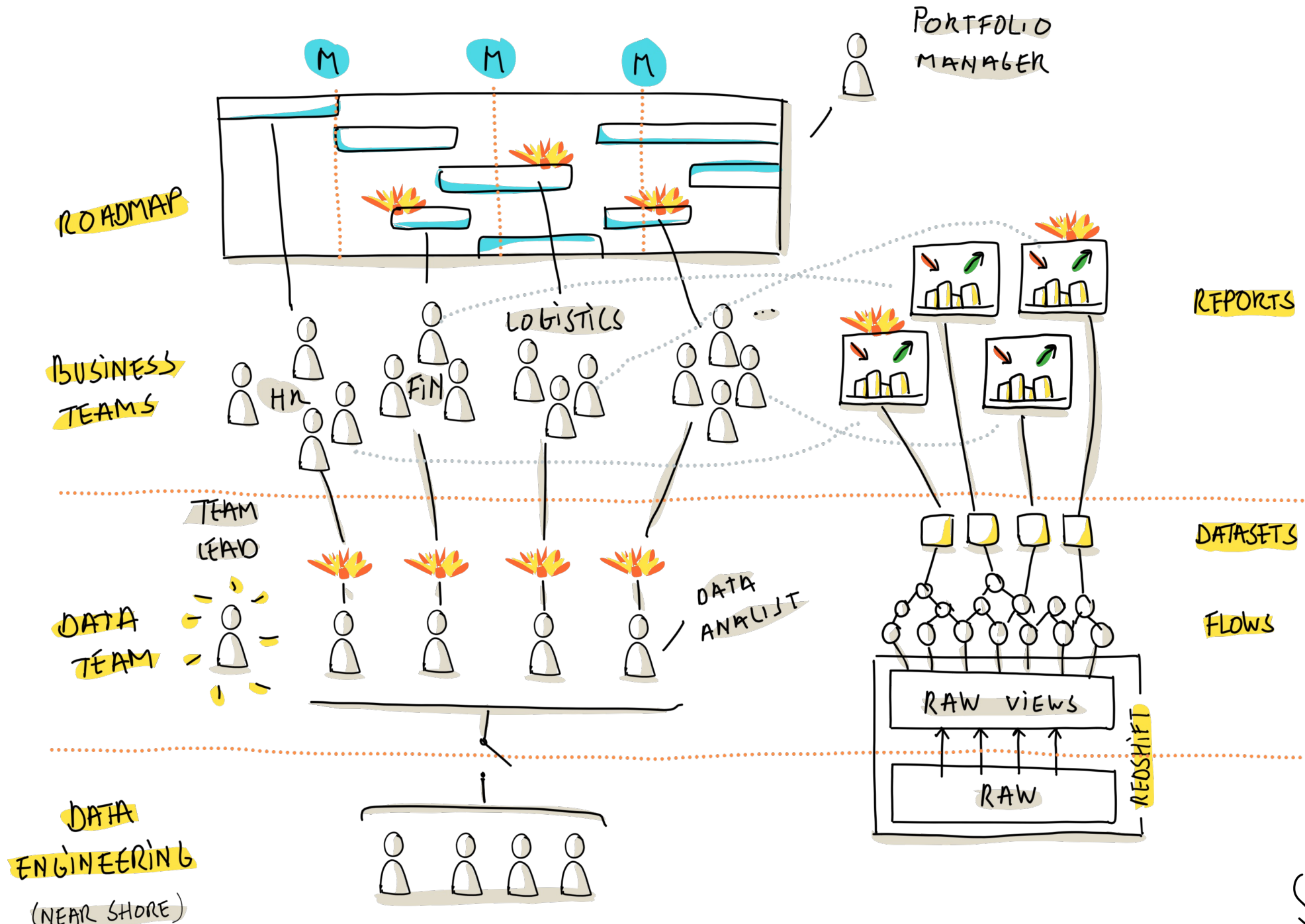
Value Proposition:



Customer Segment:



"FICTIVE" CONTEXT

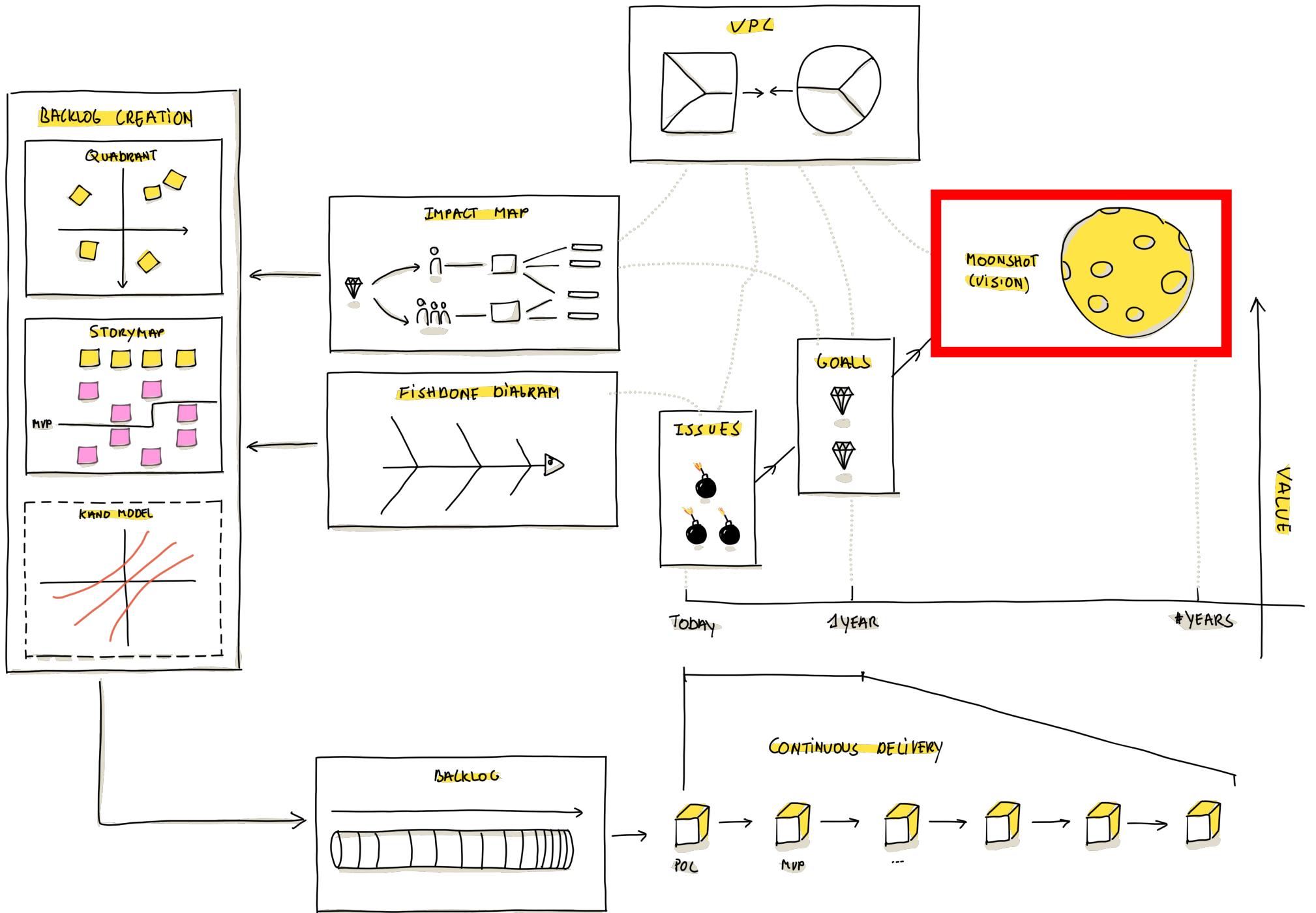


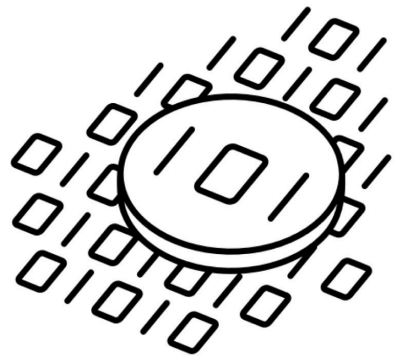
VPC – Value Proposition Canvas

- Ask questions for the pains & gains
- Techniques:
 - Interviews
 - Survey / Questionnaire
 - Interactive Workshop
- Ideal startingpoint to know the **“what’s in it for me”** for every stakeholder



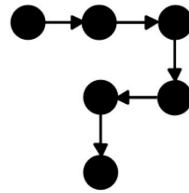
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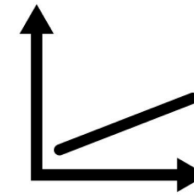
Exponential
Technology

X



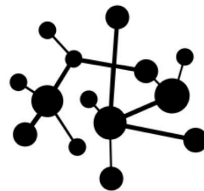
Incremental
Thinking

=



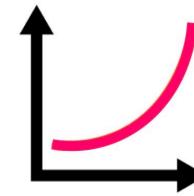
10%
Incremental
Results

X



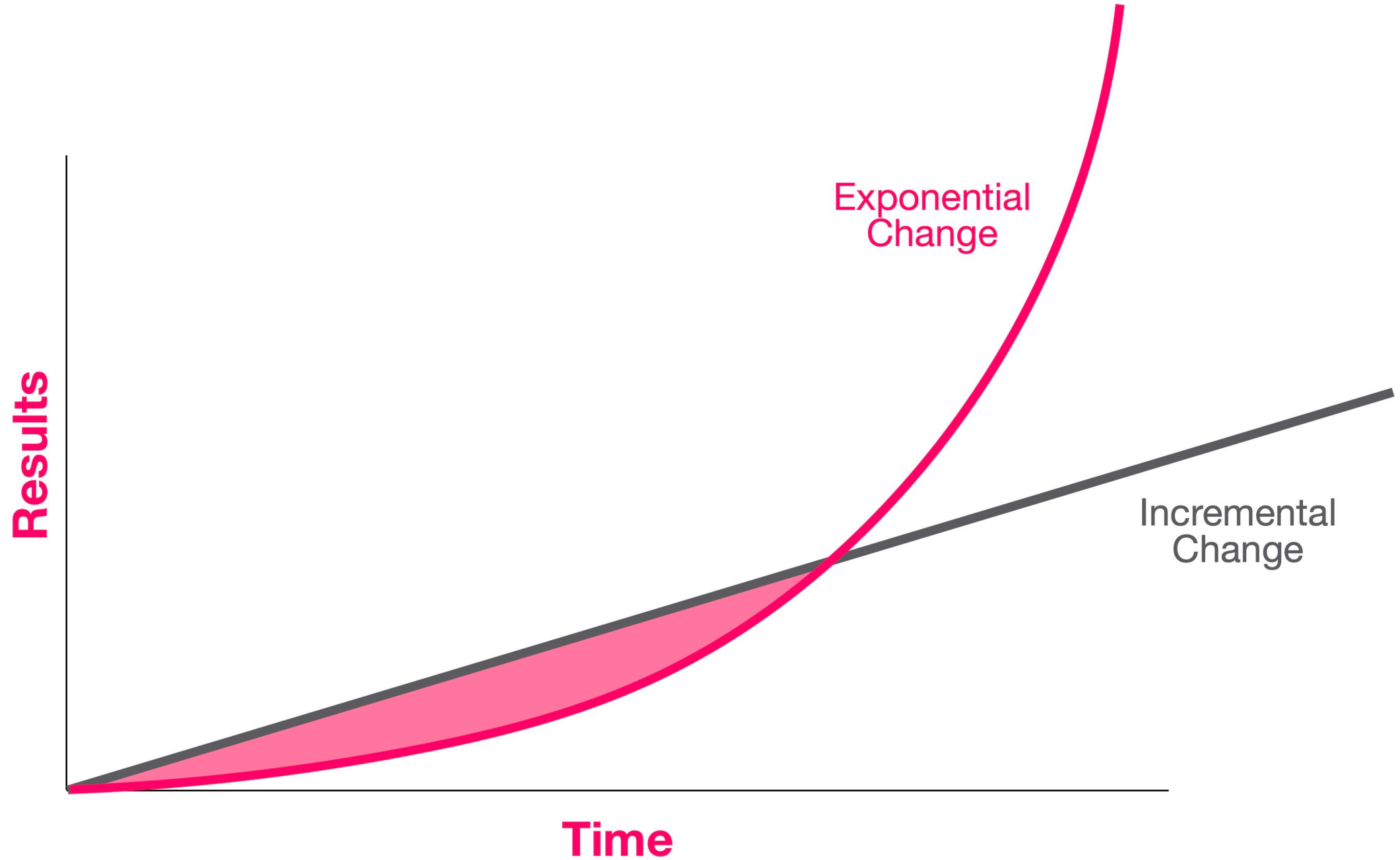
Exponential
Thinking

=



10^x
Exponential
Results





Exercise 3

- 10x thinking for all VPCs
- Present it in max 5'



"FICTIVE" CONTEXT

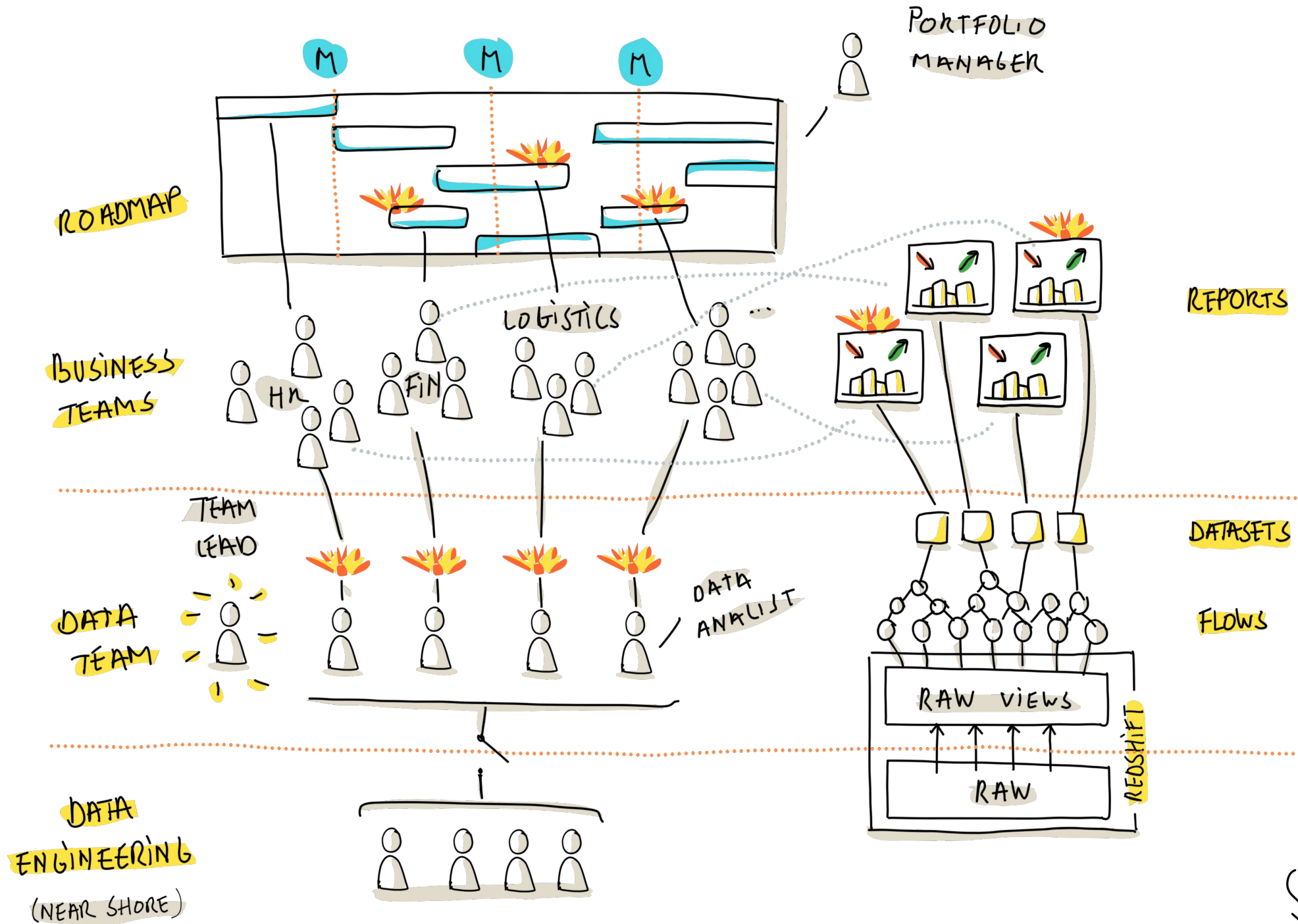
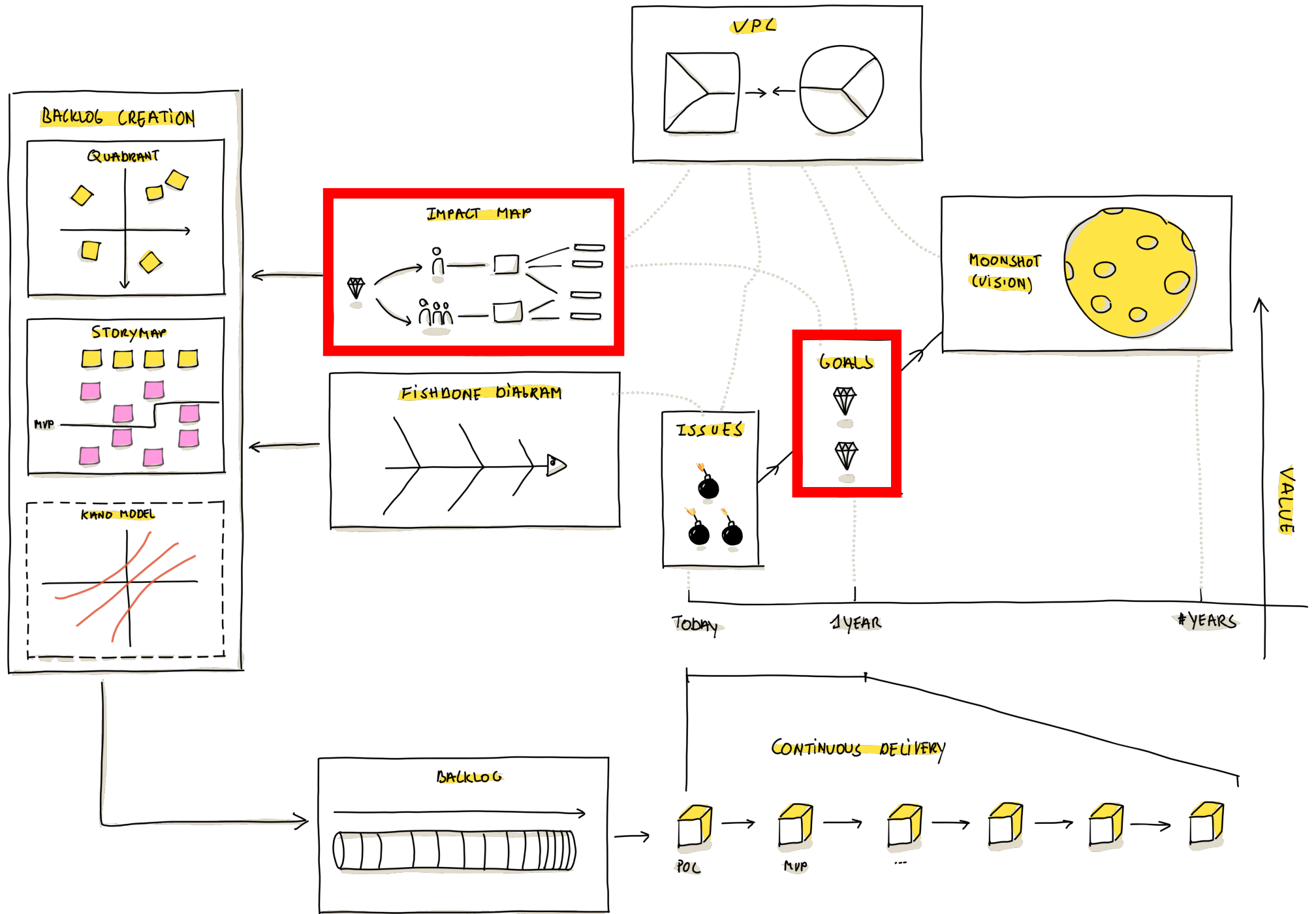




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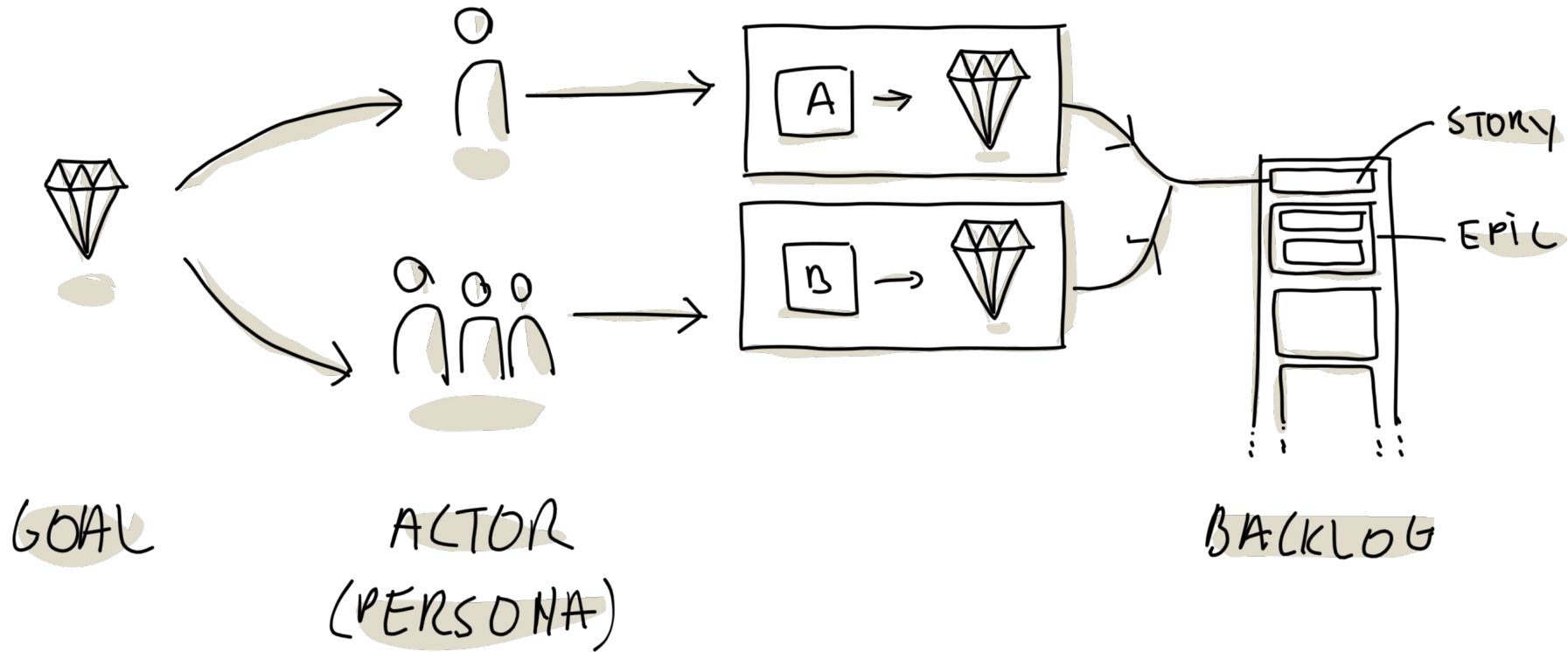
Impact mapping: From Goals to Backlog

WHY

WHO

HOW

WHAT



Impact Mapping

Strategic Planning Technique

ScottGraffius.com

Why

Goal

Who

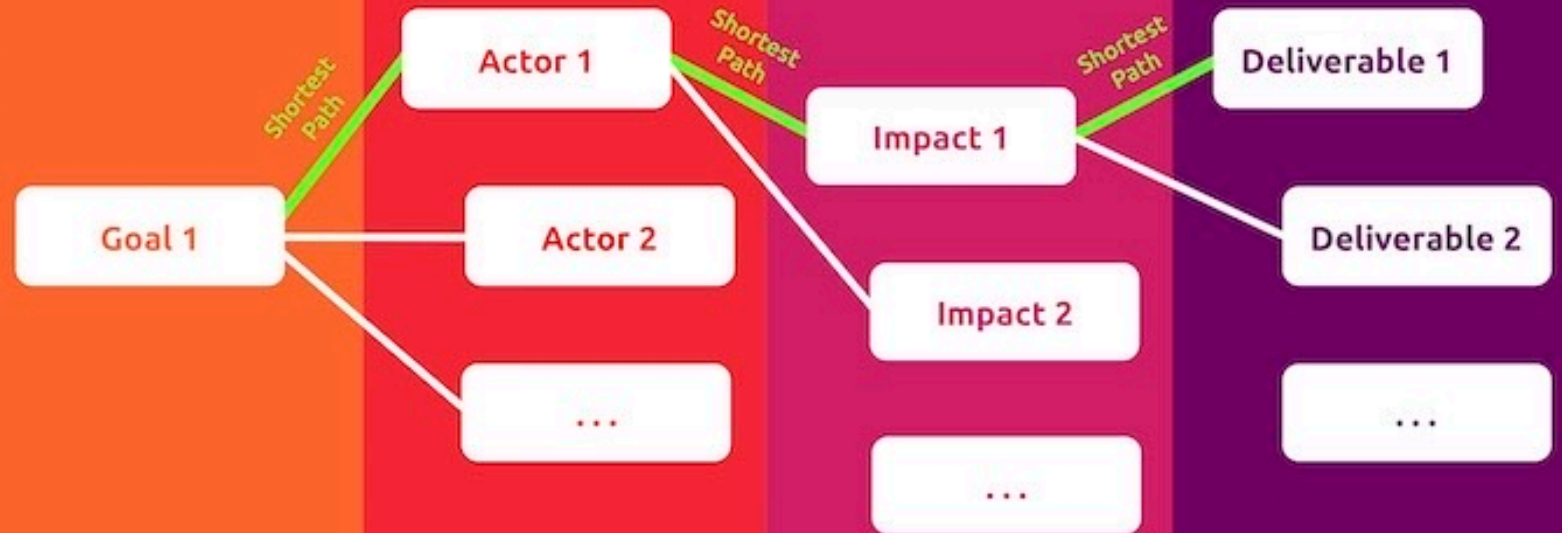
Actor/
Persona

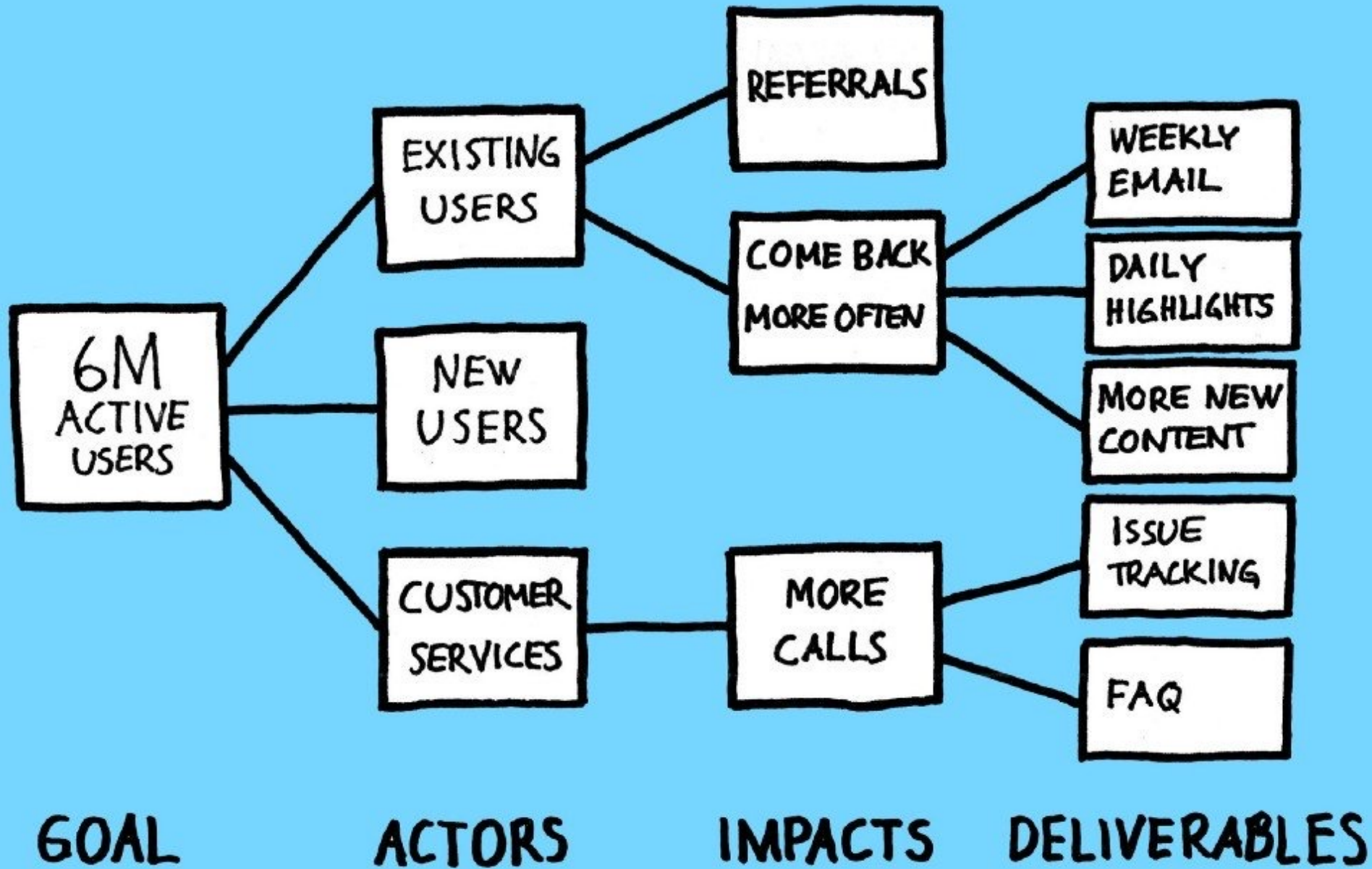
How

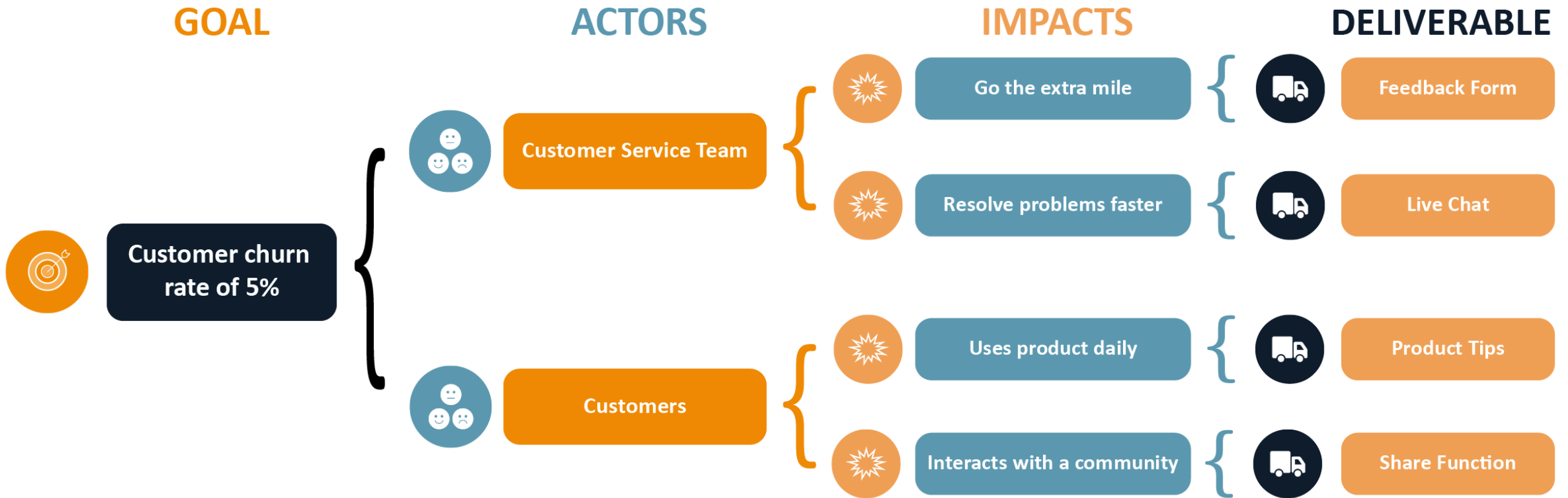
Impact

What

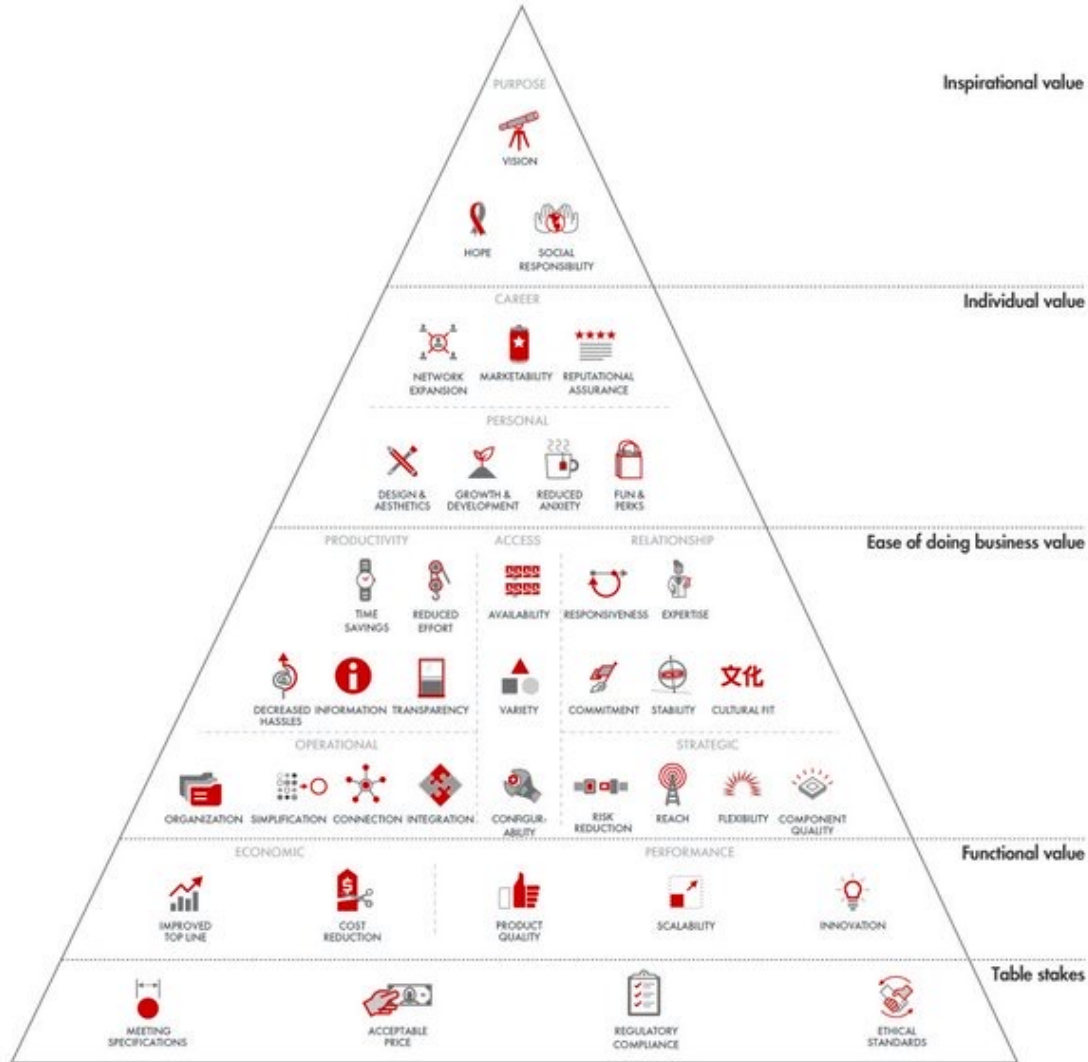
Deliverable







GOALS

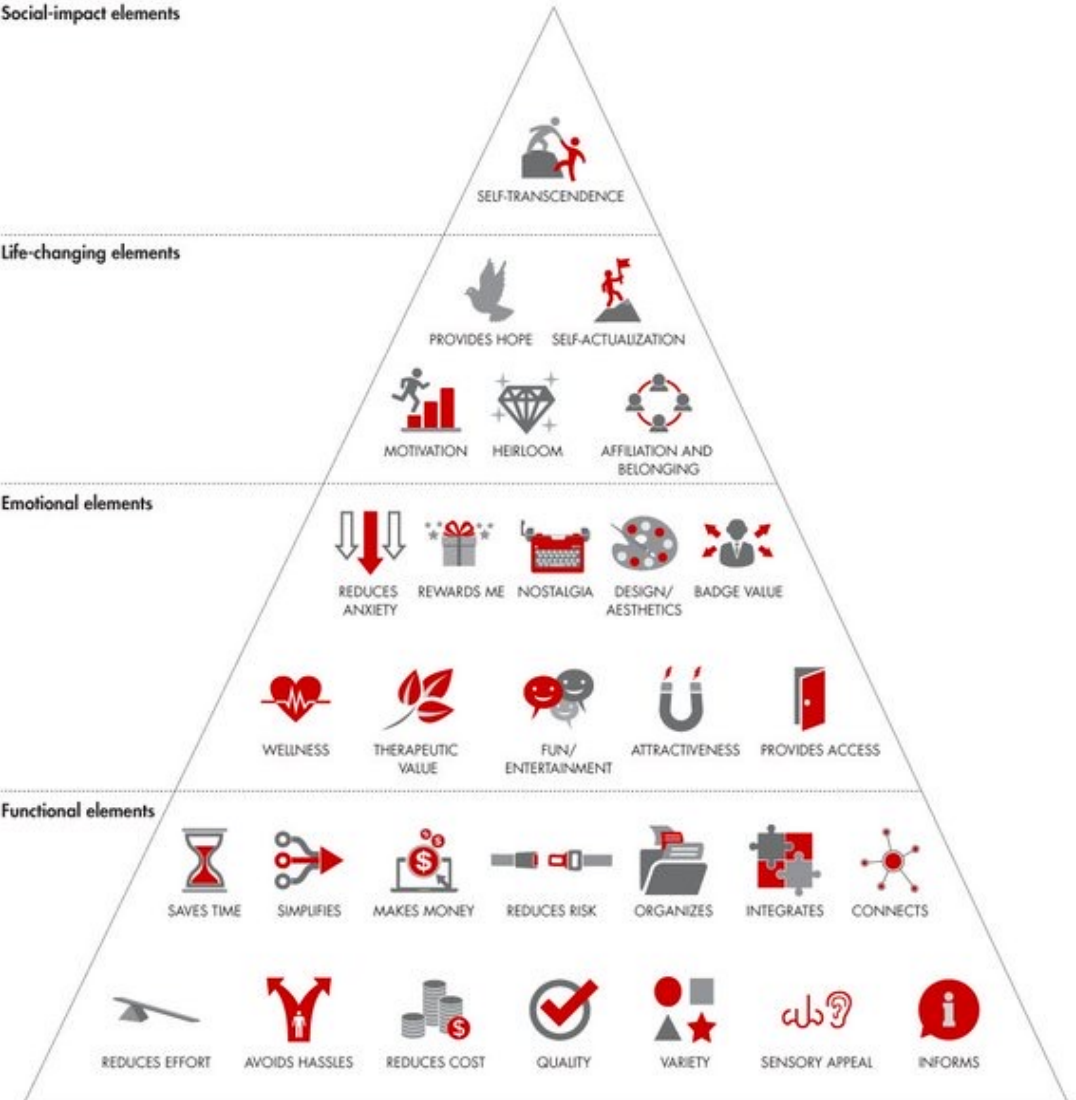


Social-impact elements

Life-changing elements

Emotional elements

Functional elements

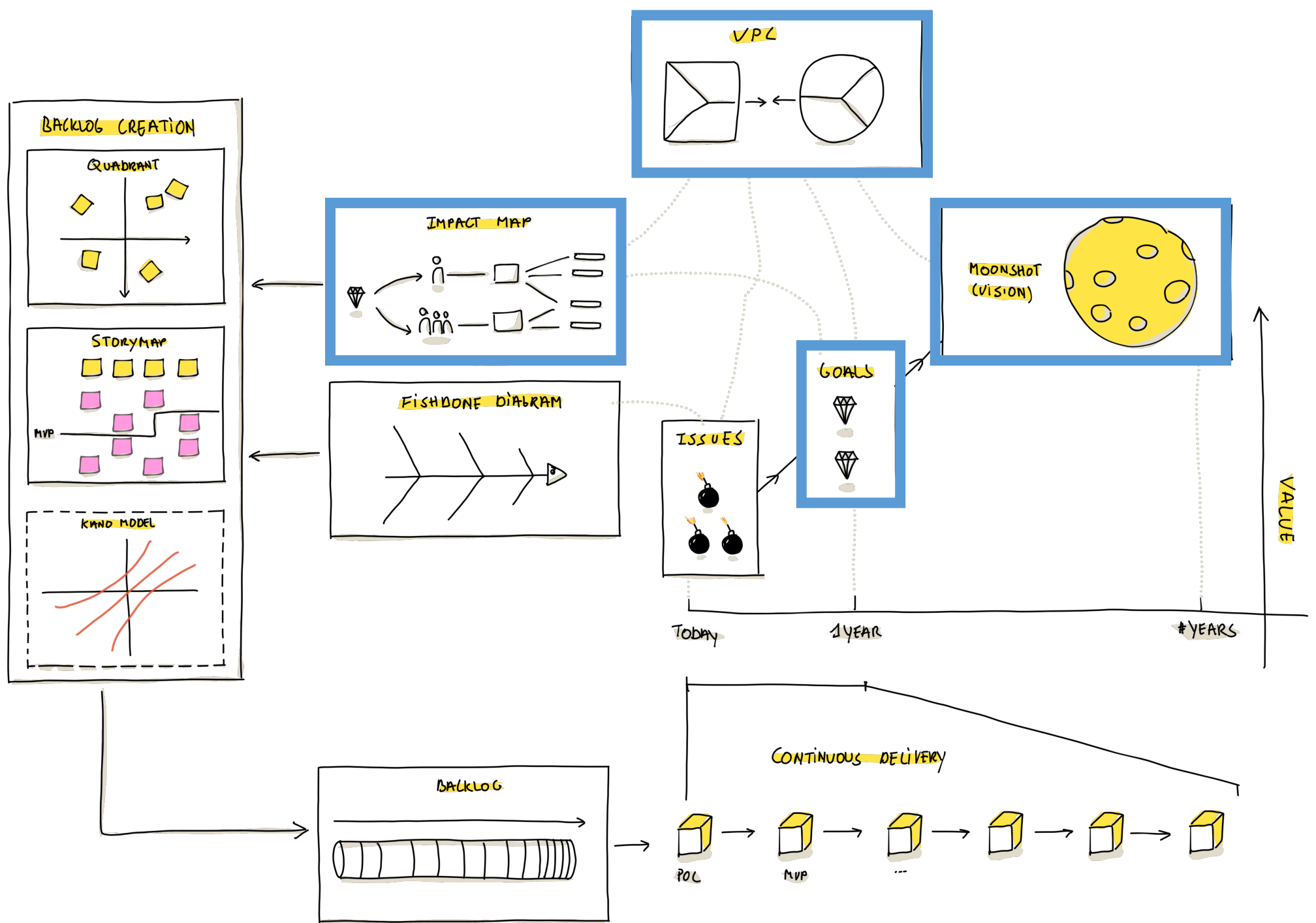


Exercise 4

- Create at least one goal from your vision
- Create an impact map connecting the **Why, Who, How** and **What**
- Show an initial “backlog”



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WORKSHOP SERIES

DATA PLATFORM ROADMAP

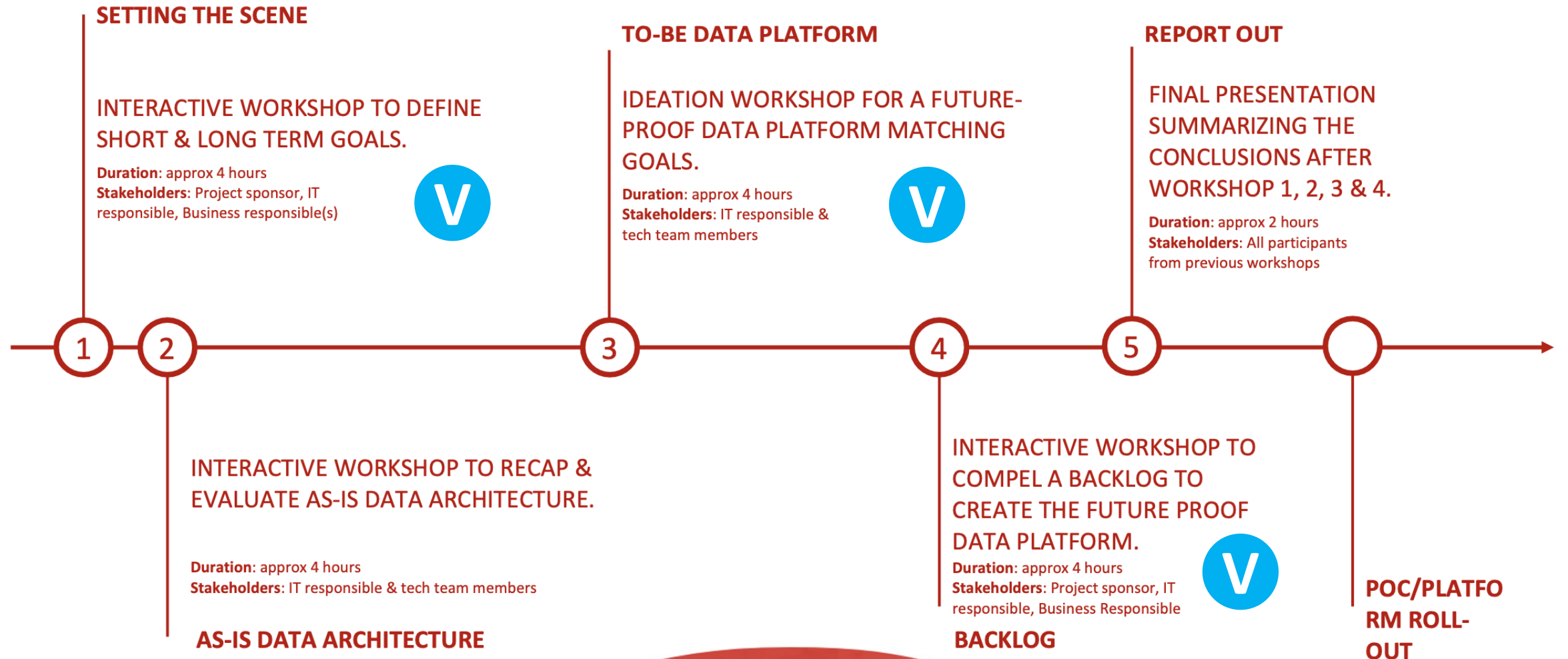
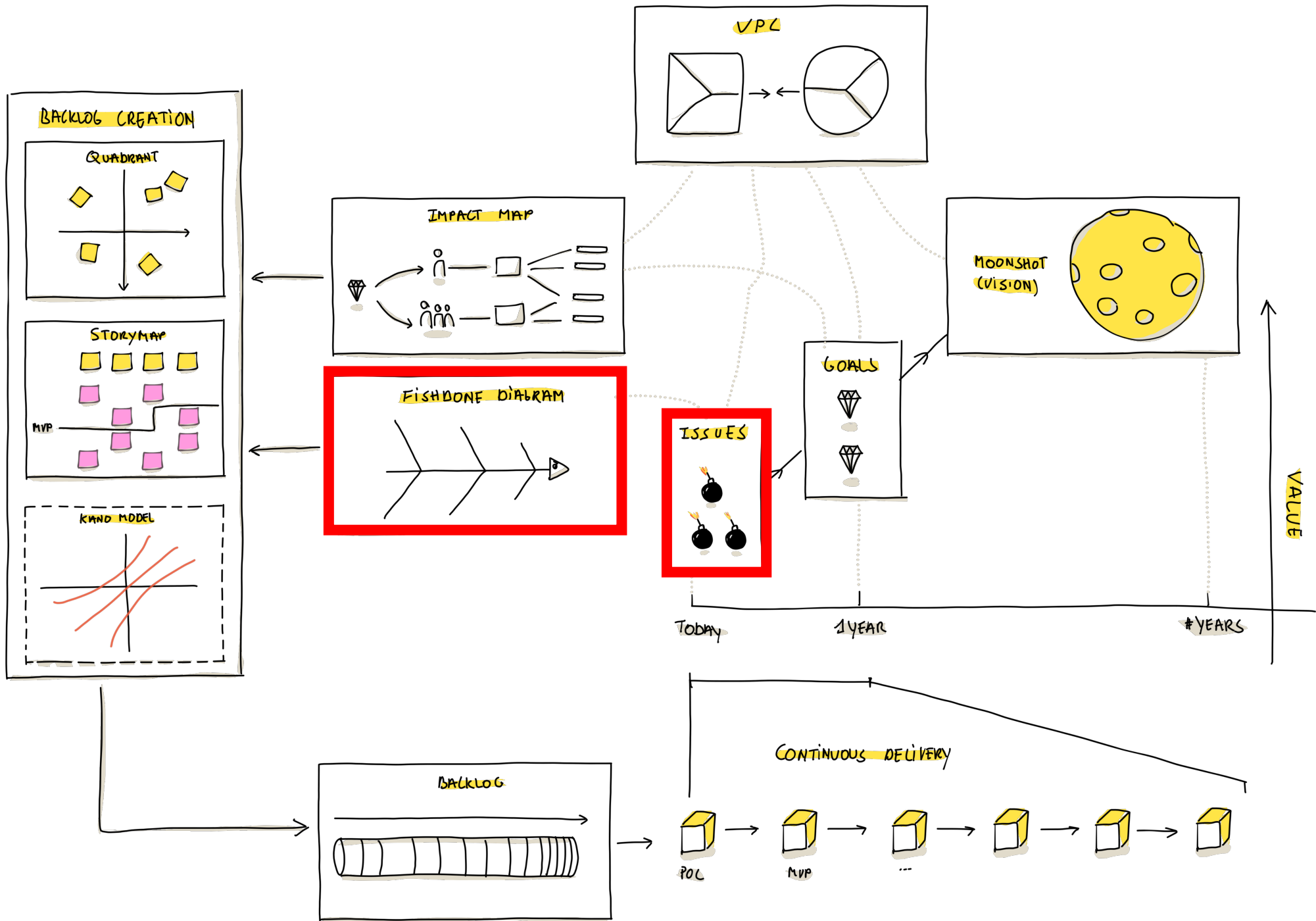
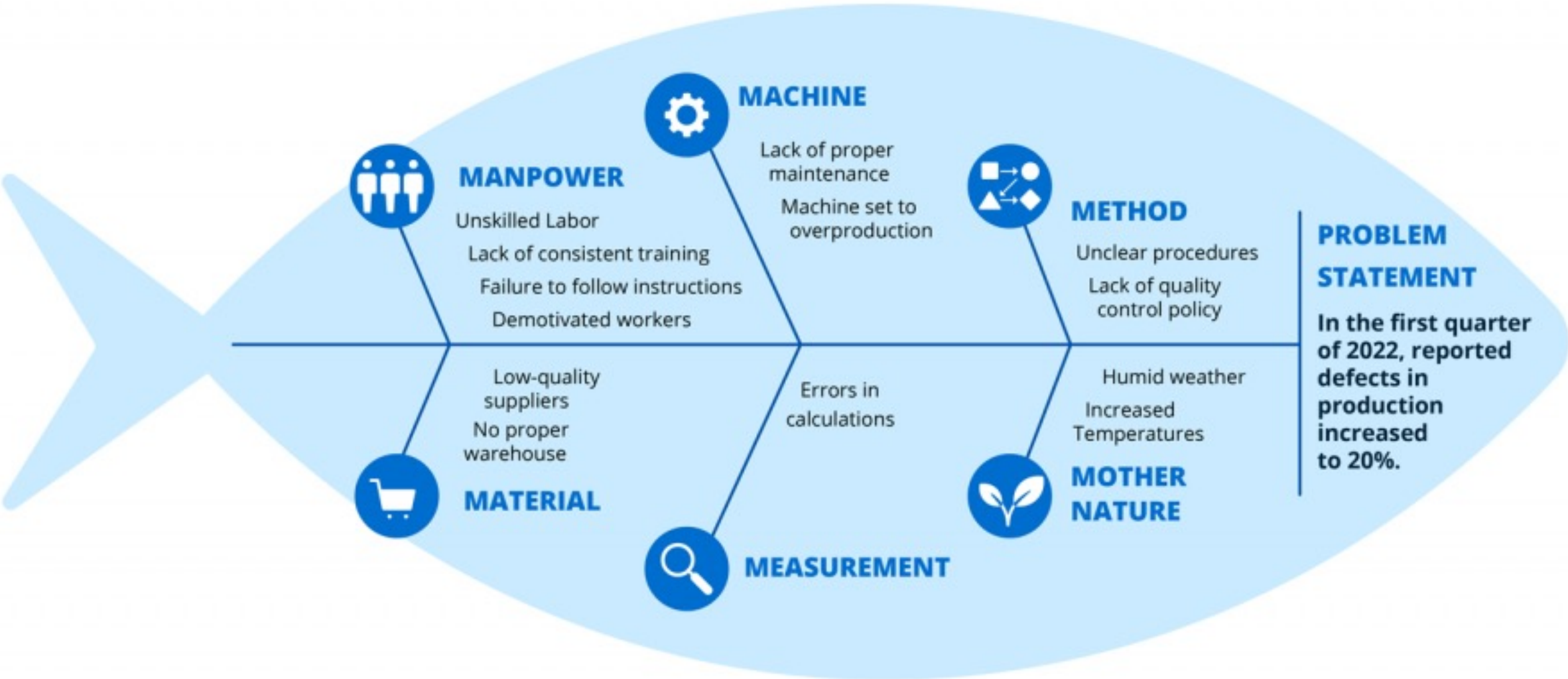
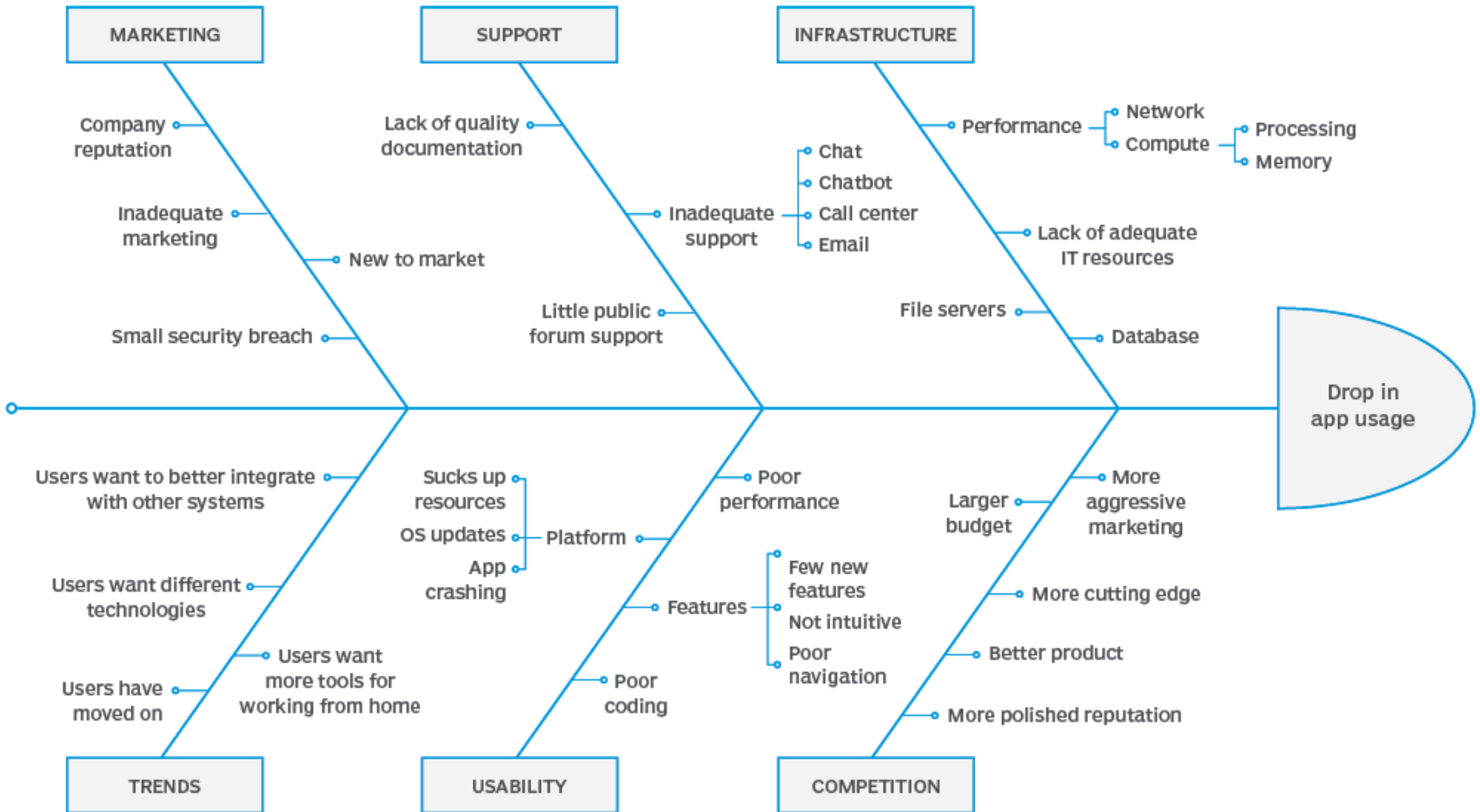


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EXAMPLE OF FISHBONE DIAGRAM





Using Fishbone Diagram

1. Formulate your problem statement
2. Define necessary categories
3. Start to add elements to the diagram interactively



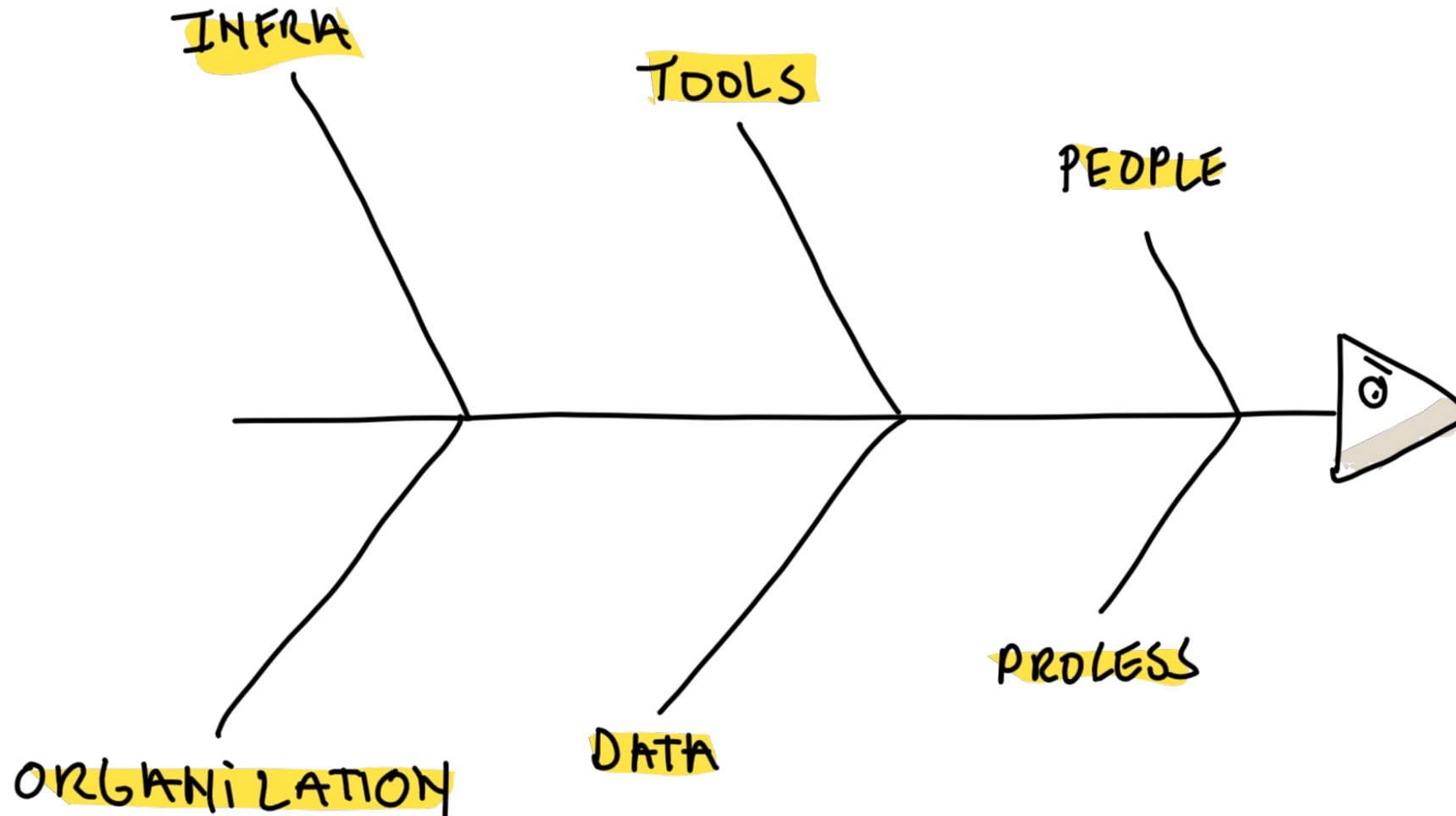
Using Fishbone Diagram

1. Formulate your problem statement
2. **Define necessary categories**
3. Start to add elements to the diagram interactively



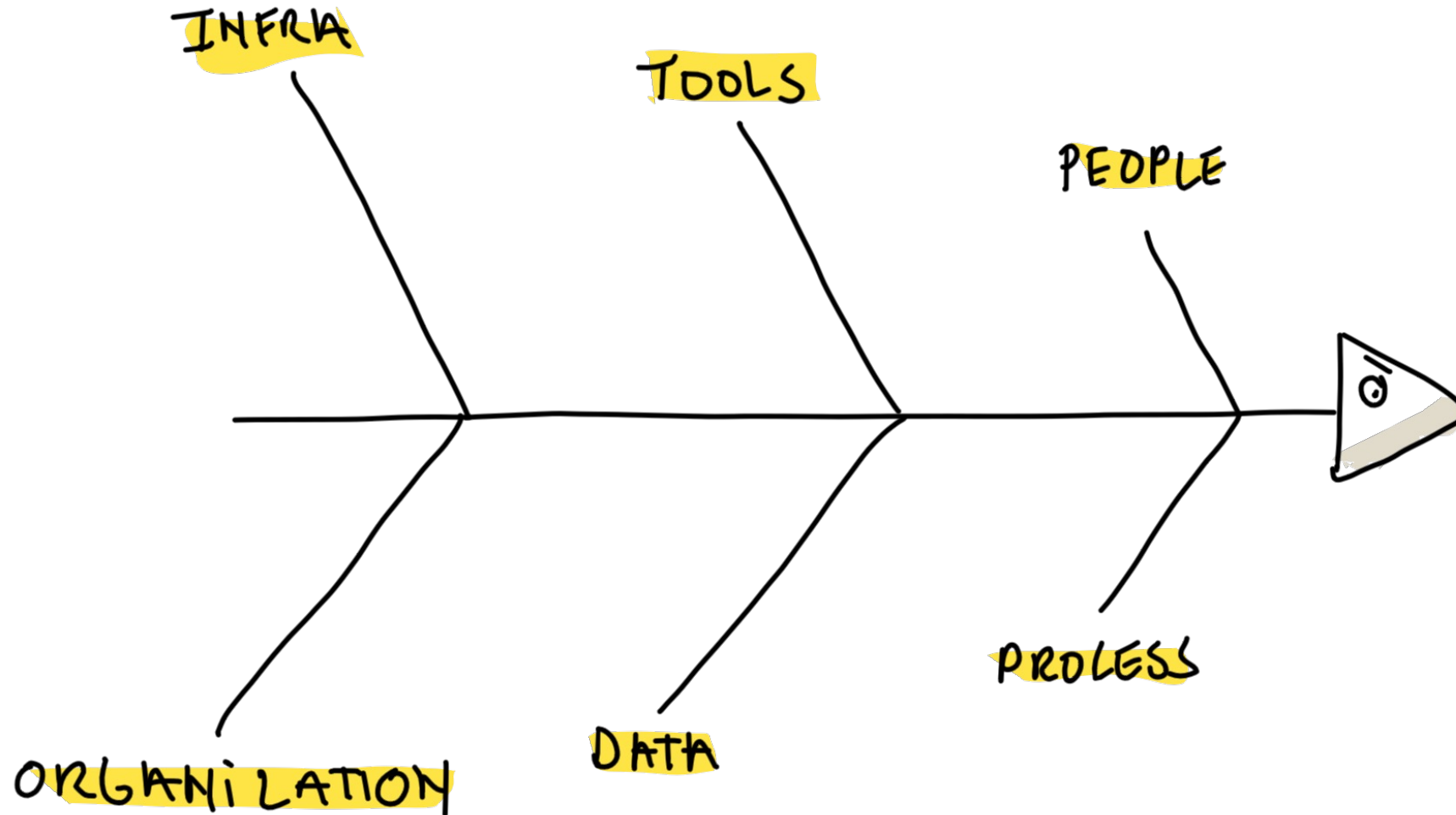
EXERCISE 5

'ETL successrate : 50% in the last month'



EXERCISE 6

Choose a problem statement and fill in



"FICTIVE" CONTEXT

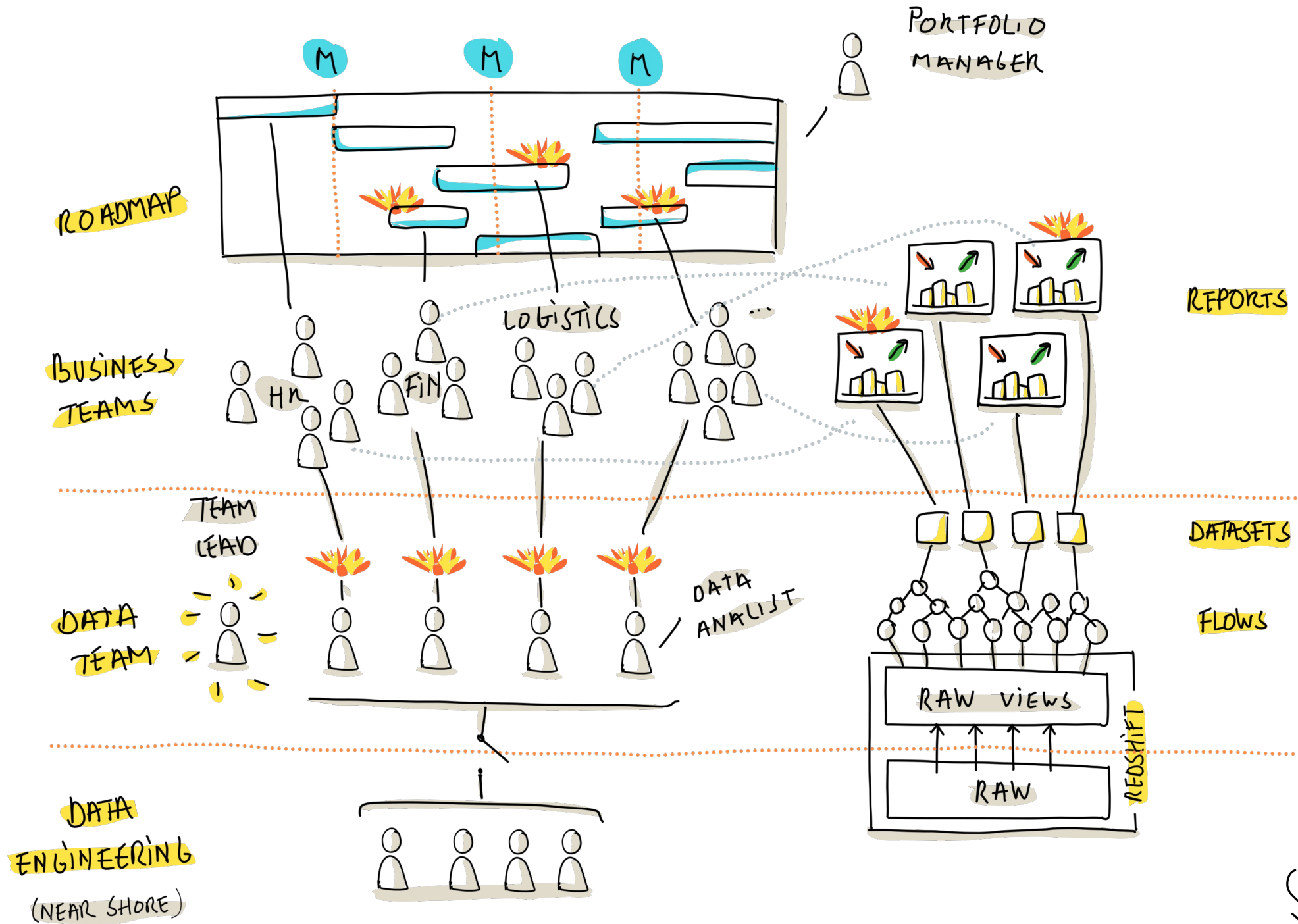
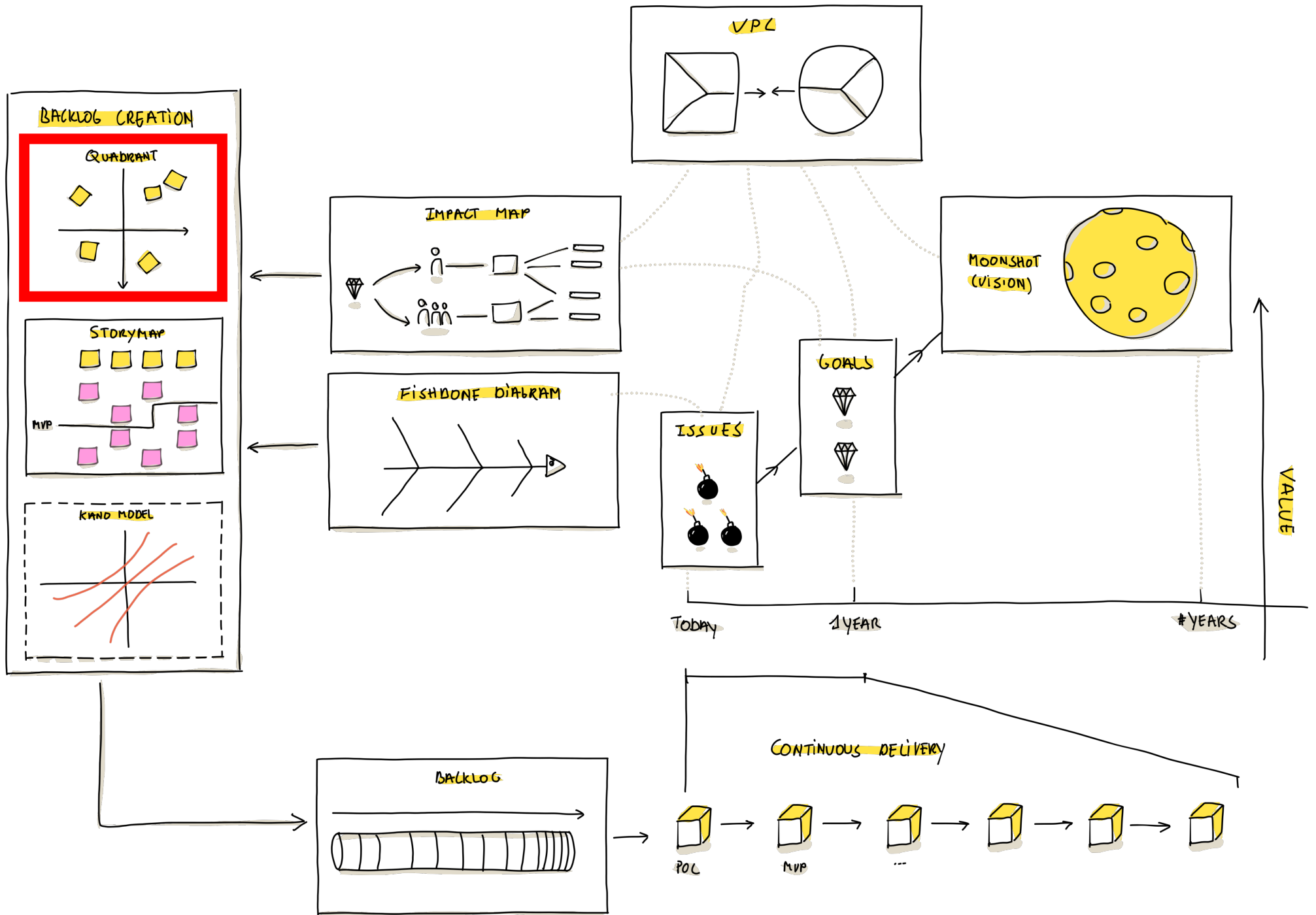
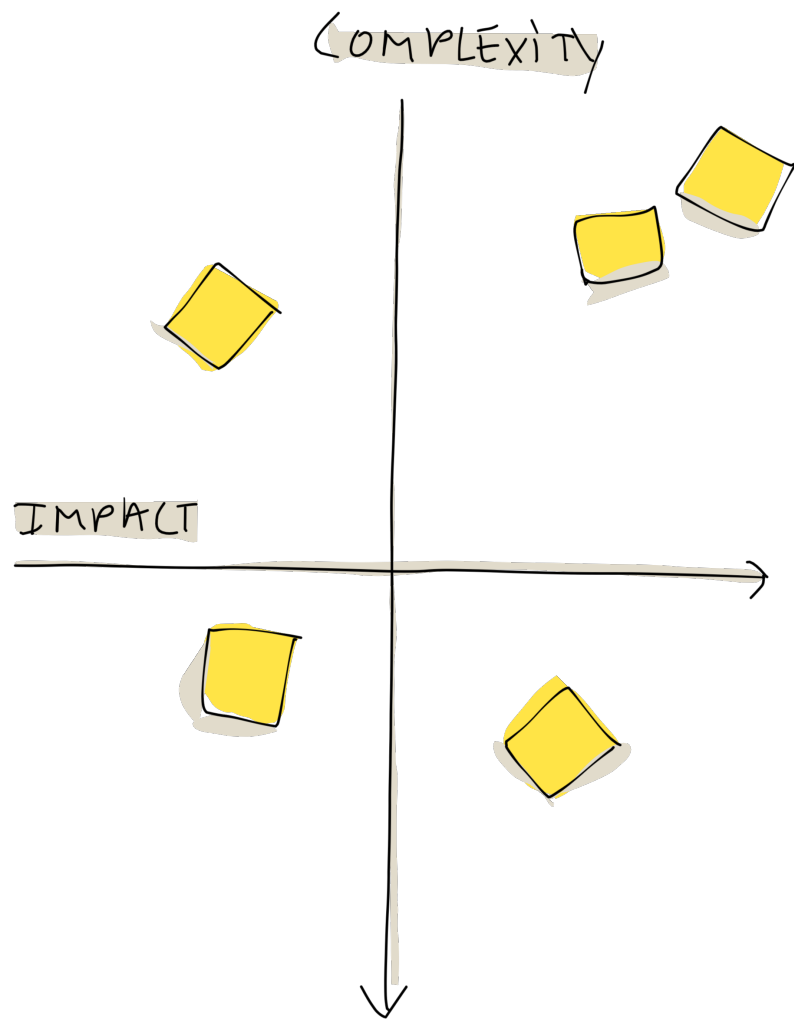
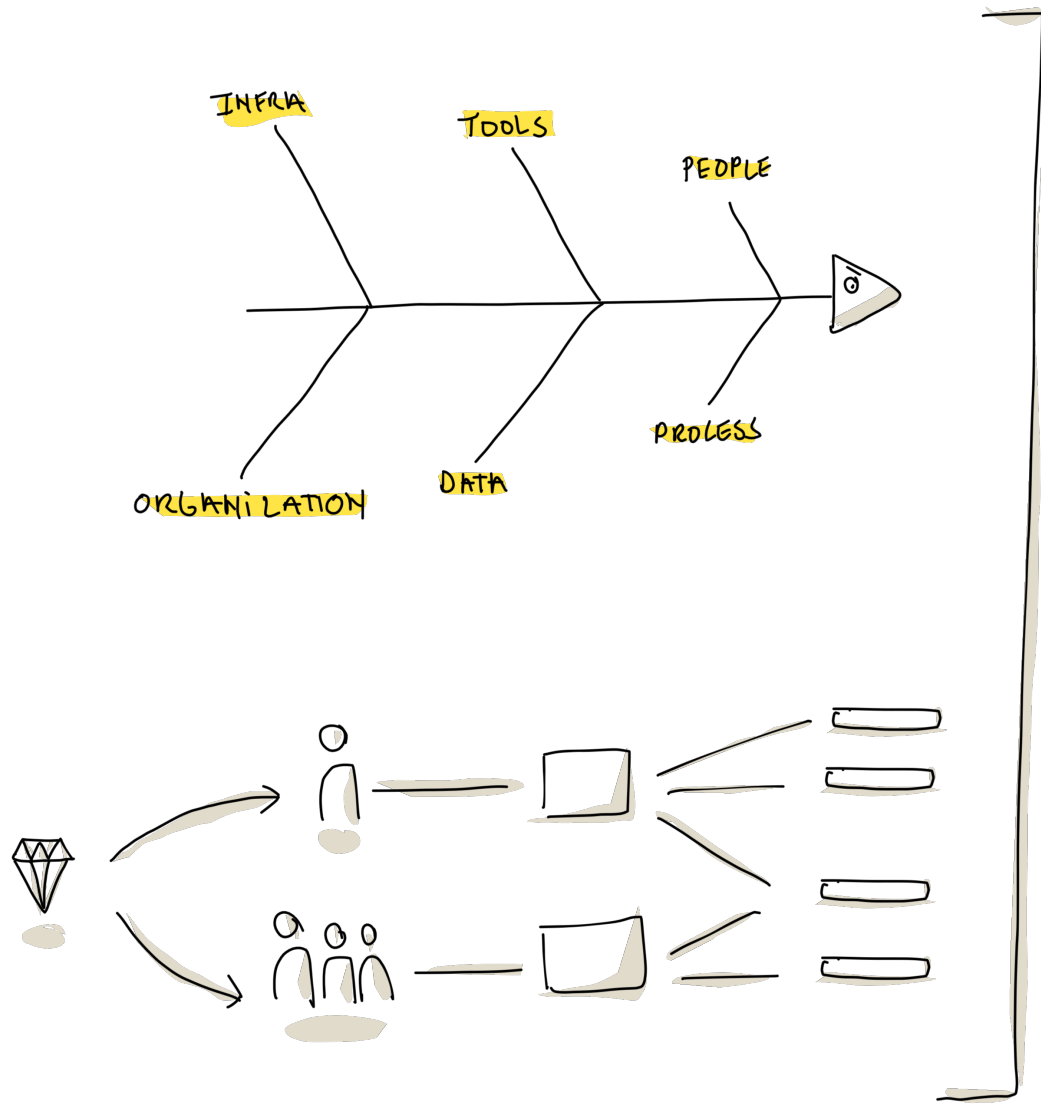
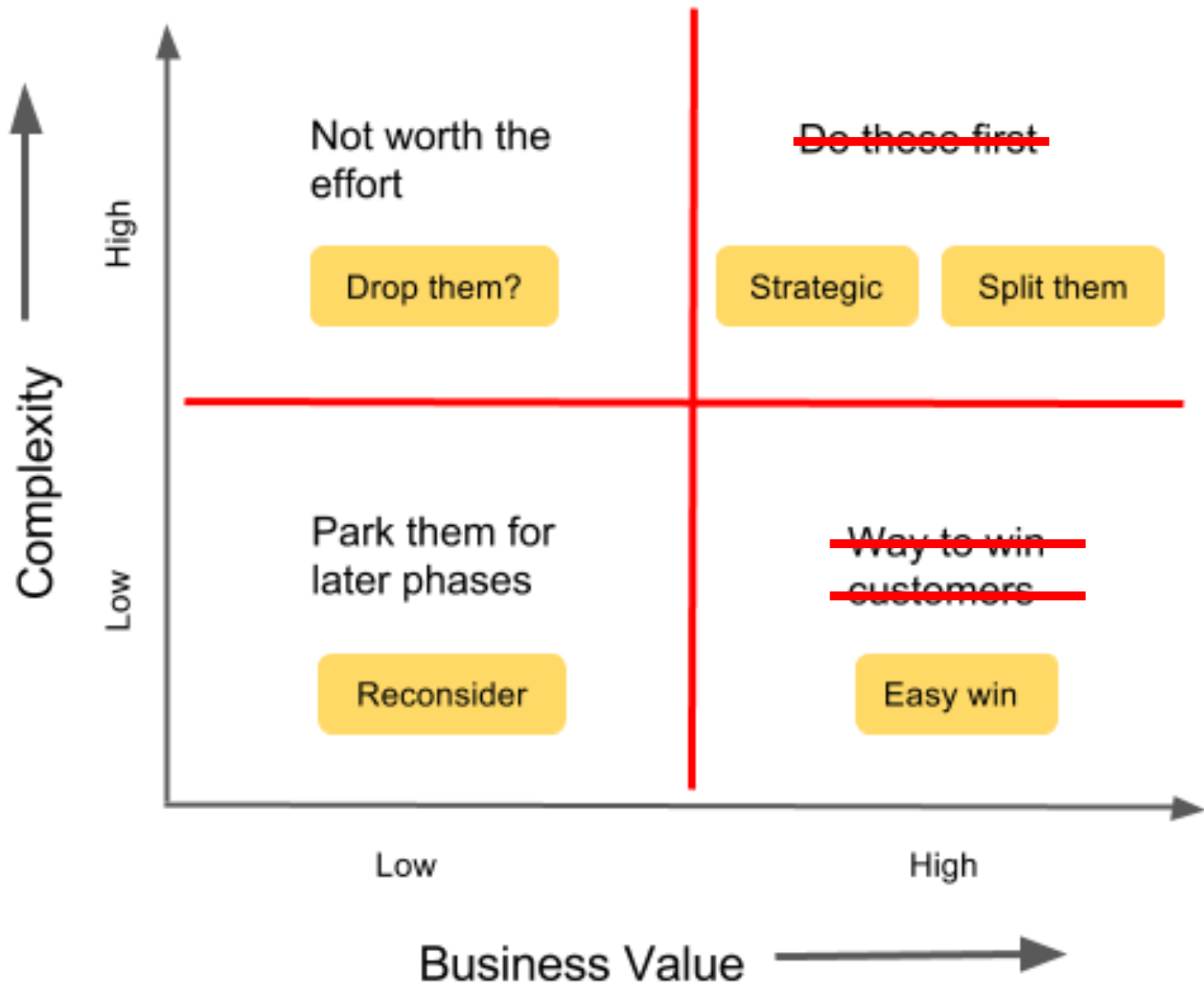


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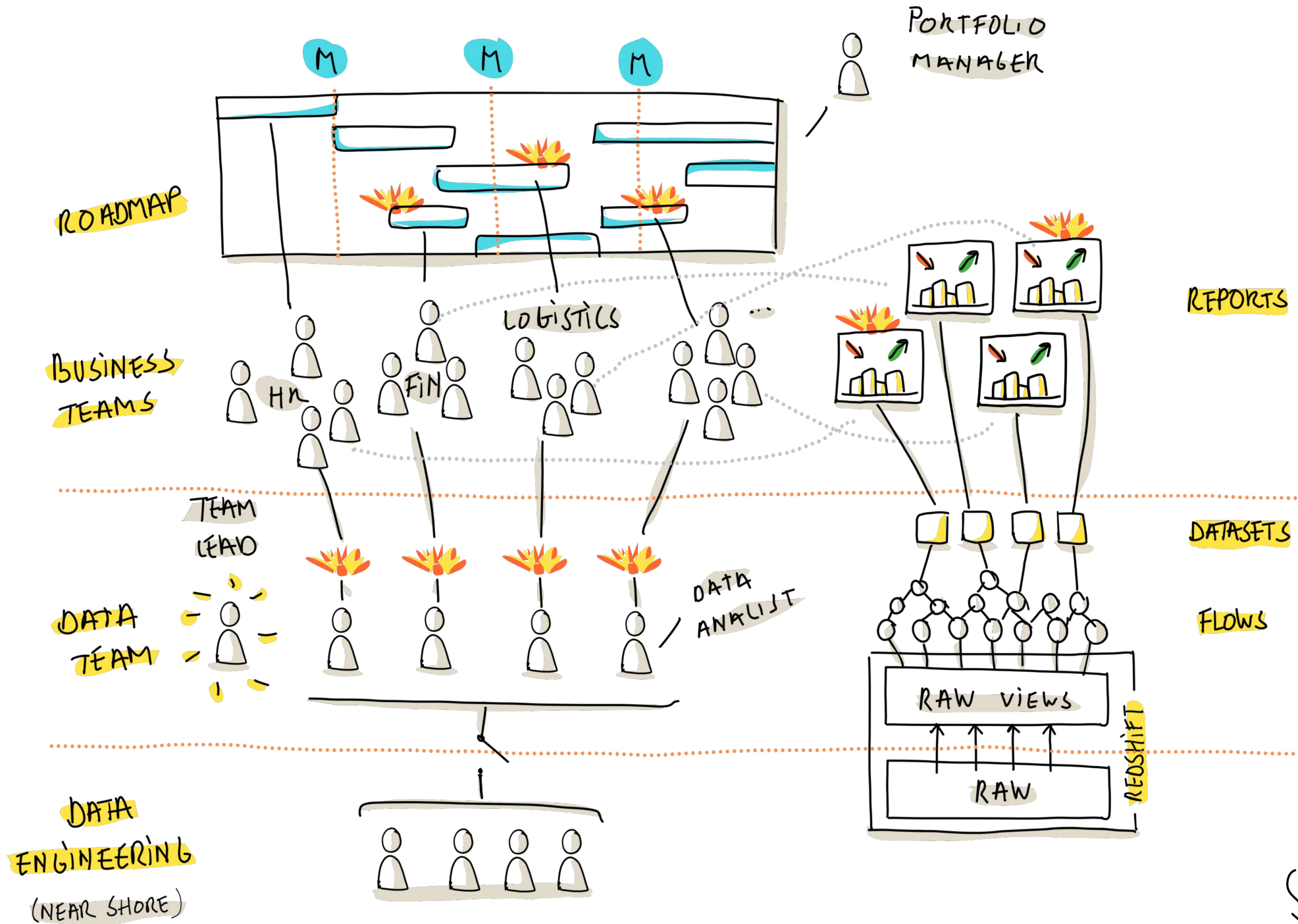


Exercise 7

- Create a quadrant of improvements for the complete organization
- Someone facilitates this...



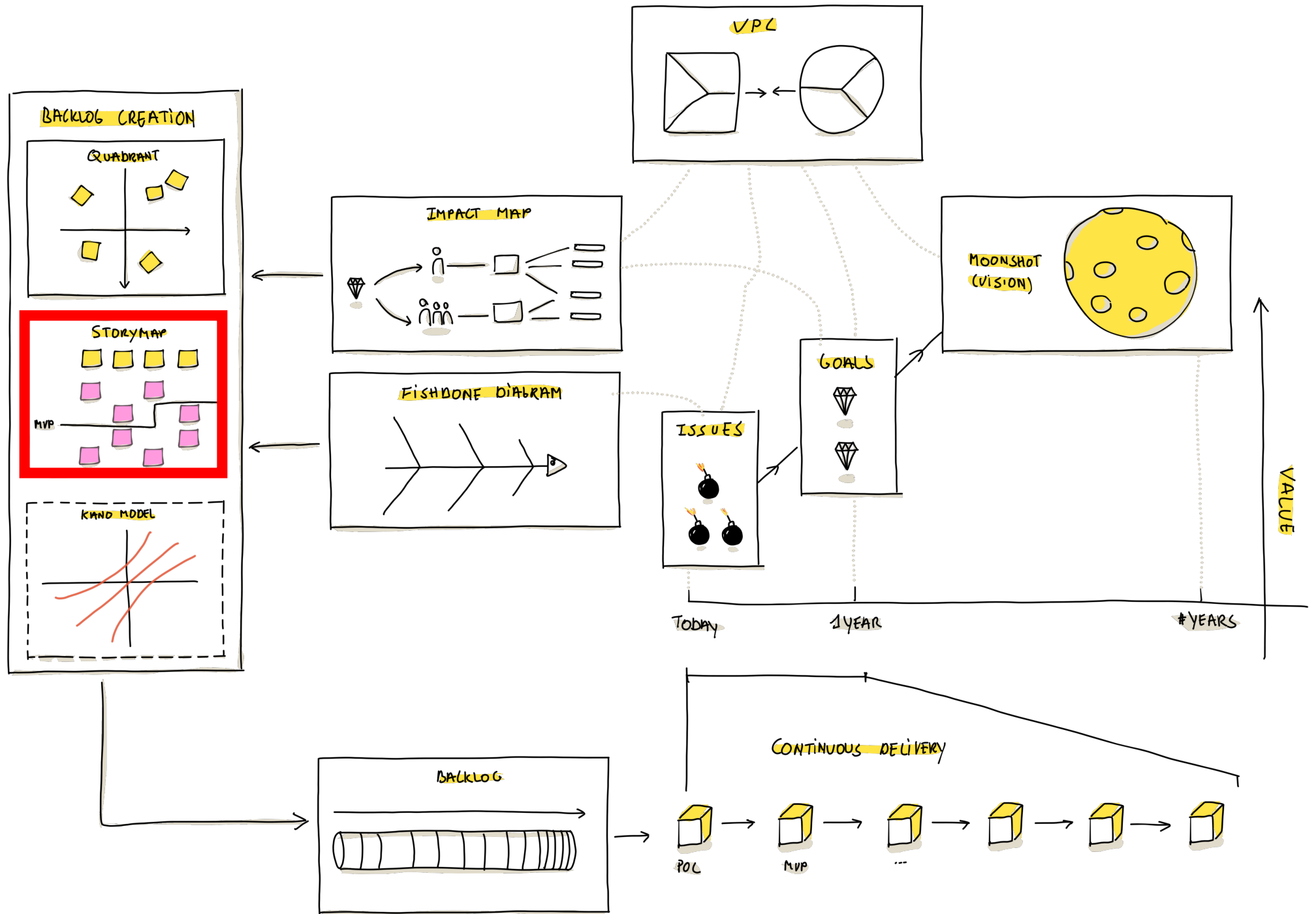
"FICTIVE" CONTEXT





FACILITATION TIPS

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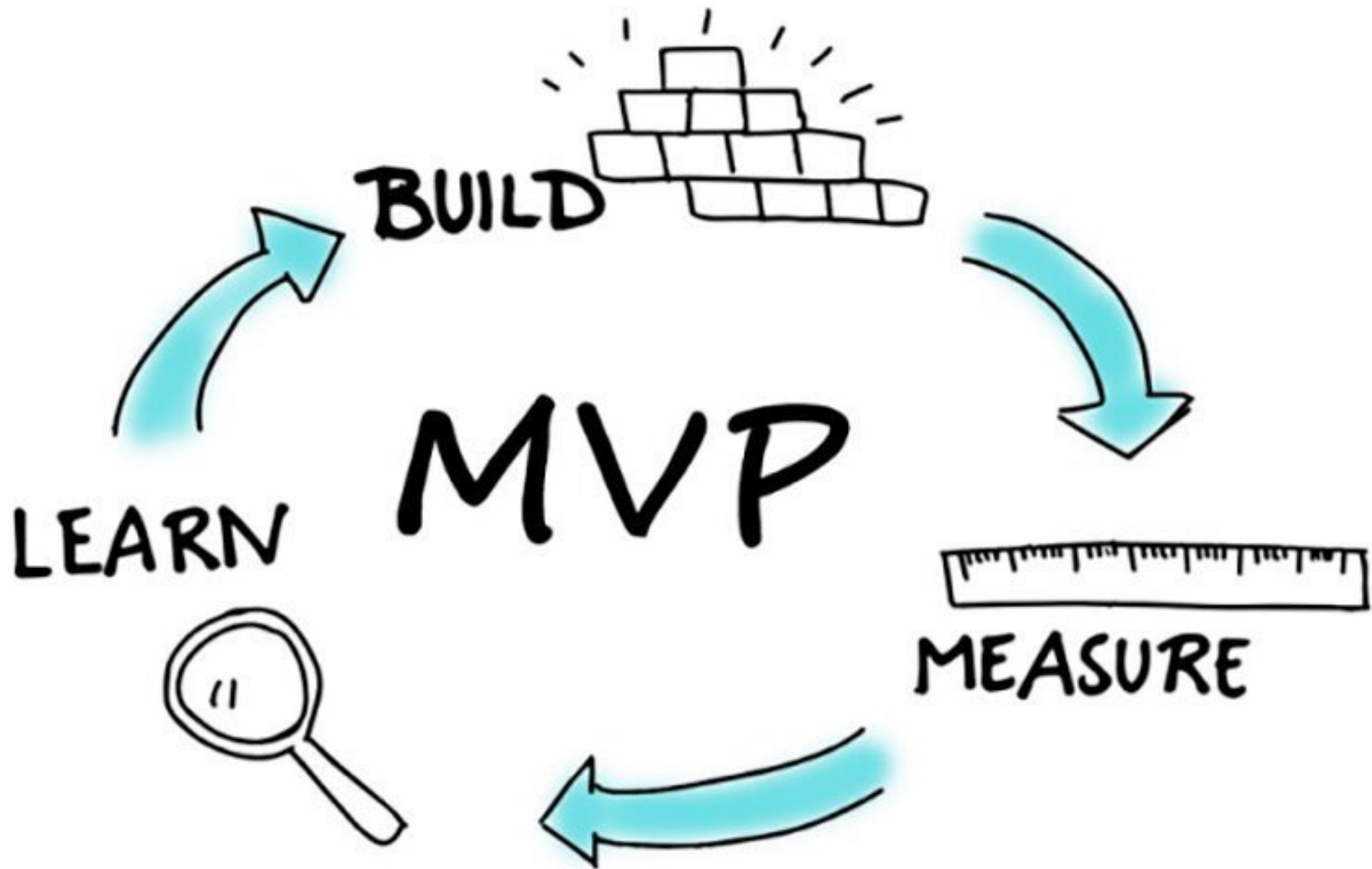
[Minimum viable product \(youtube.com\)](https://www.youtube.com/watch?v=8811811811)



“ The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. ”

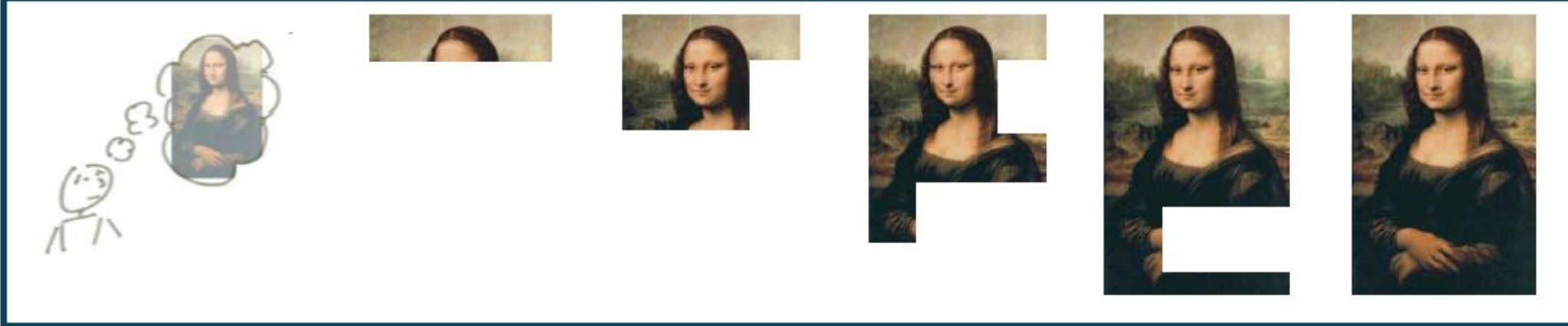
-Eric Ries



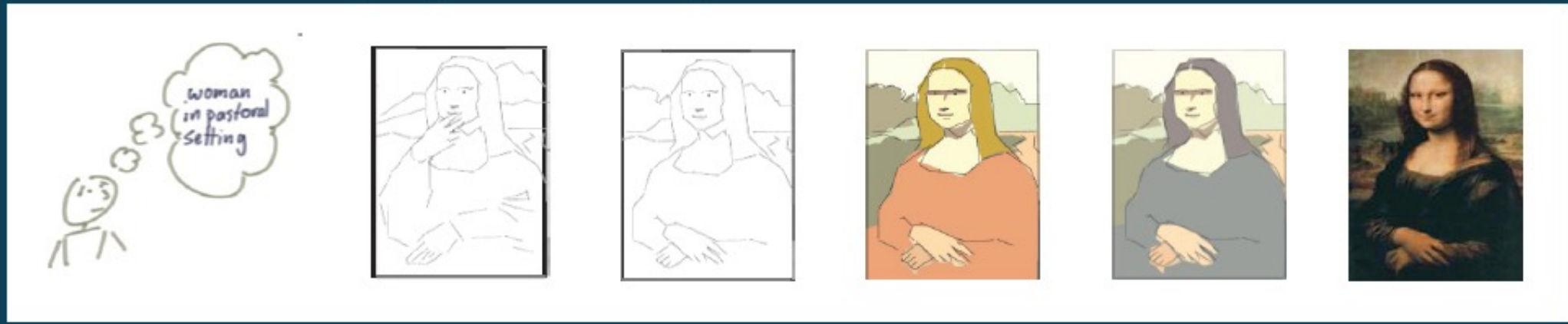


EVOLUTIONAIRY DEVELOPMENT

Incremental Approach: Developing the product in pieces considering the original idea



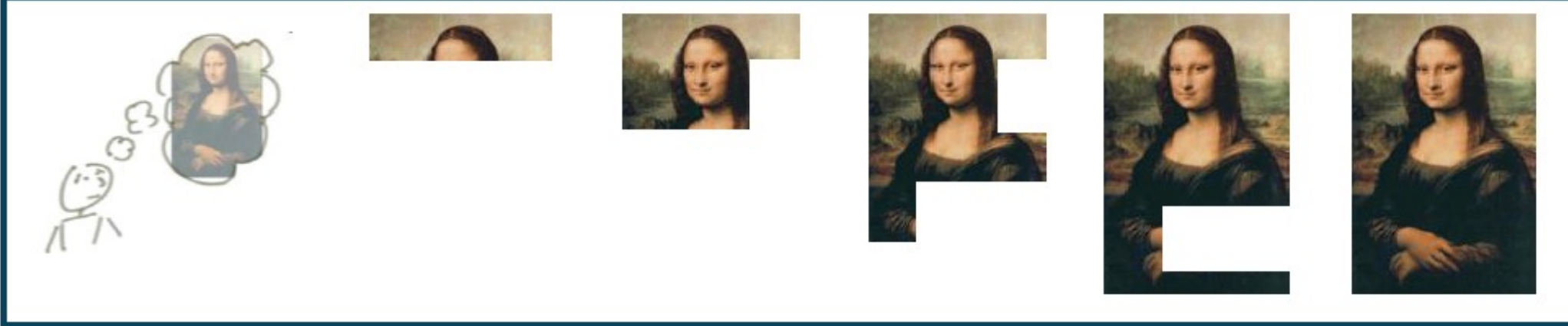
Iterative Approach: Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality



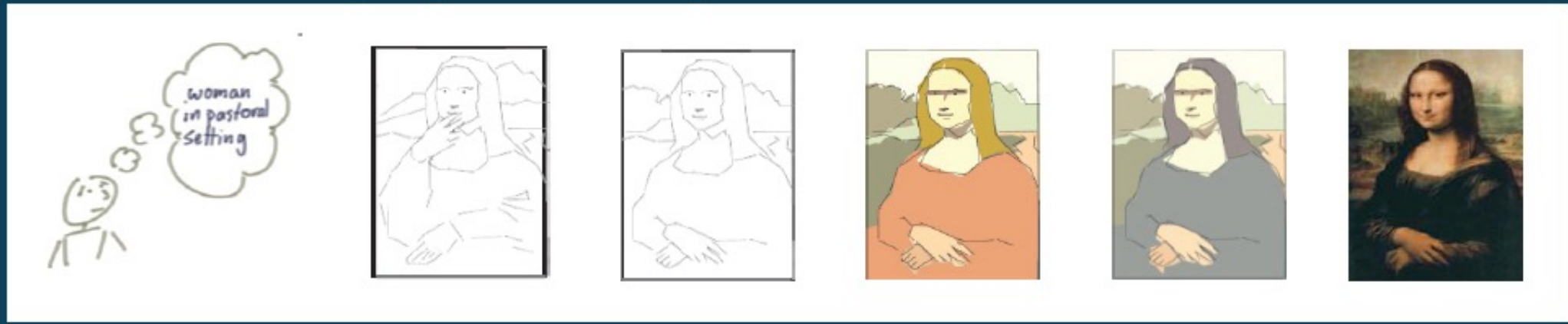
EVOLUTIONAIRY DEVELOPMENT

Which style do you prefer?

Incremental Approach: Developing the product in pieces considering the original idea

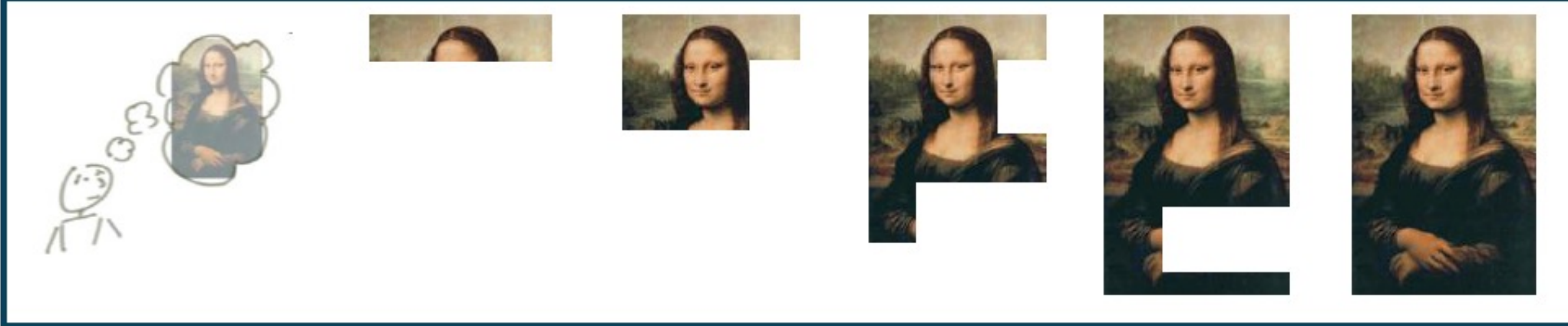


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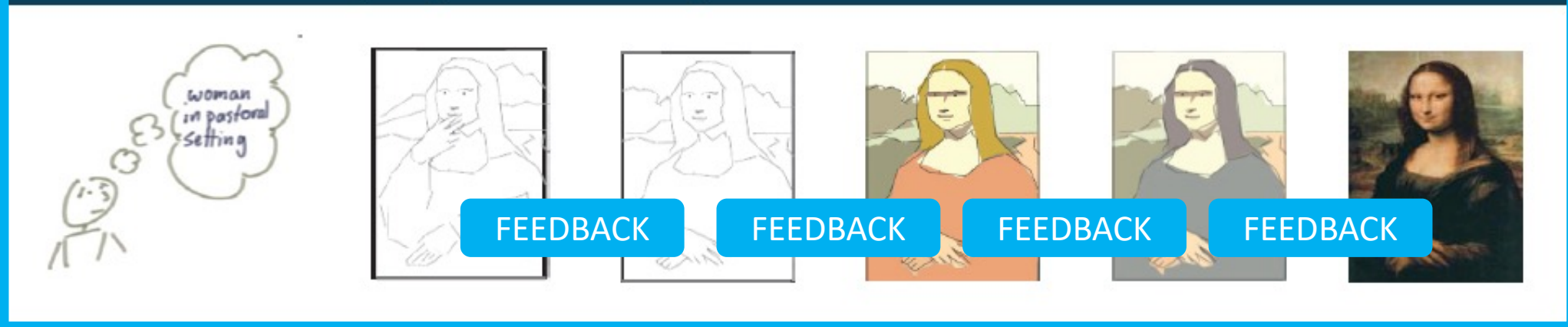


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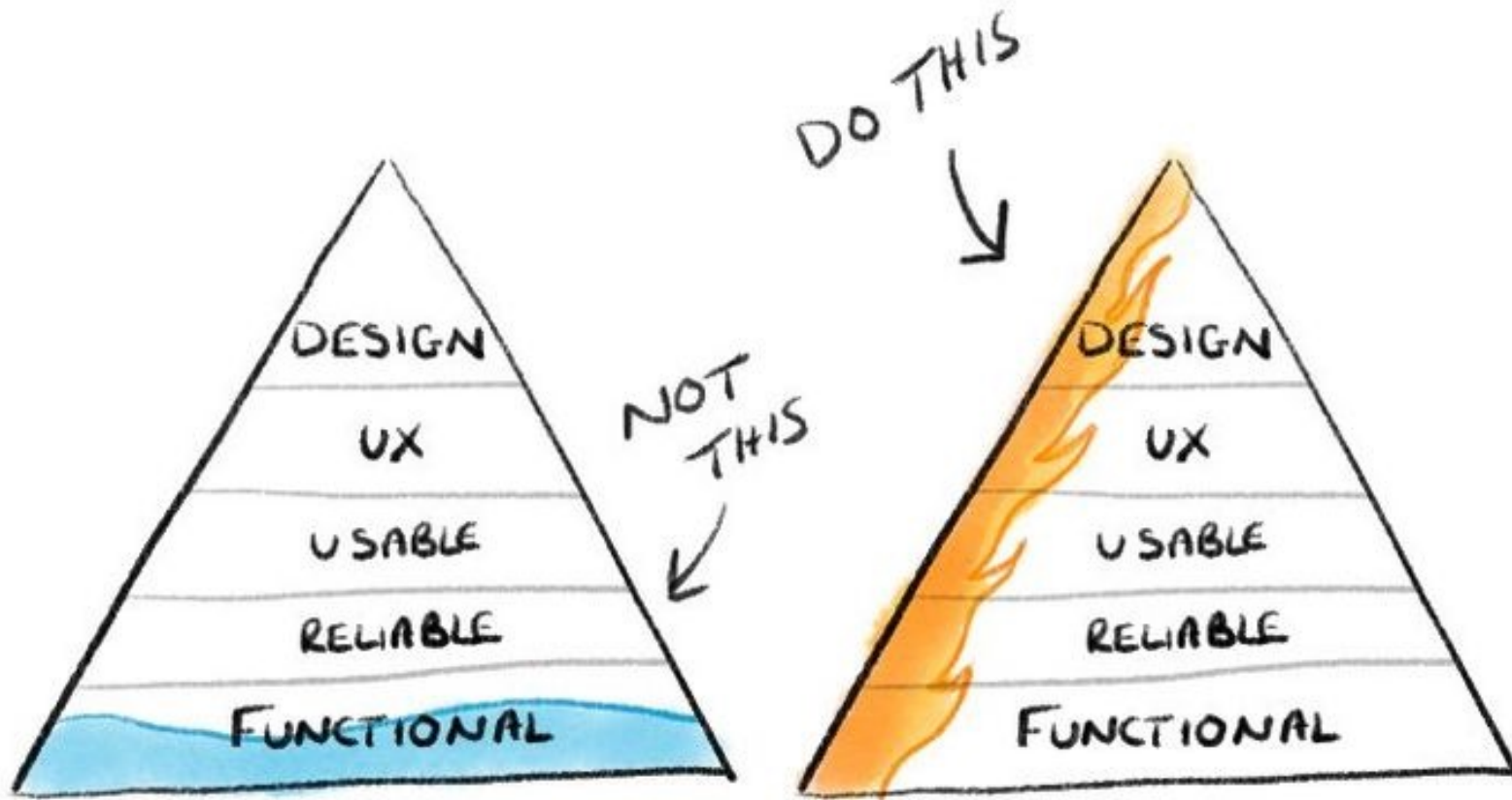
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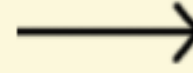
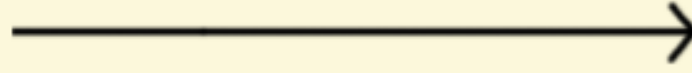
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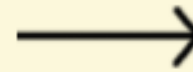
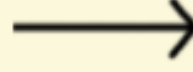
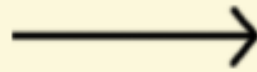
EVOLUTIONARY DEVELOPMENT



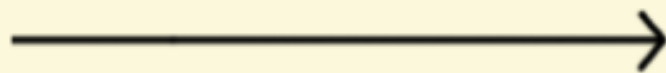
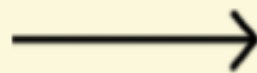
Stage 1.



Stage 2:



Stage 3:





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Iteration 1

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London Calling
Wrapping up an ambitious reissue program, the great Penelope Fitzgerald delivers not one but two classics in miniature. *The Golden Child* is the British author's first novel, in which an ancient mummy ignites a curatorial ruckus, while *At Freddie's* revolves around a drama academy and its deeply amusing student body. Go to [Books](#)

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MiniDisc the Magnificent
Sony's *Bundle5* MiniDisc package harmonizes two separate products—a MiniDisc home recording deck and a portable MiniDisc player—so you can record, edit, and title your own discs from both analog and digital sources, then enjoy them on the go. Go to [Electronics](#)

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Pack with Pride
We ain't lion: this adorable *Goliath Backpack Pal* is a *grrreat* way to scare away those first-day-of-school jitters. Fill his tummy with books, toys, and treats, and this furry beast will be your child's mane man in no time. Go to [Toys & Games](#)

In Video

Texas Two-Step?
In a stunning admission this week, the FBI confirmed that in 1993 its agents fired flammable devices at the Branch Davidian compound in Waco, Texas, hours before the inferno erupted. But the Oscar-nominated *Waco: The Rules of Engagement* suggested this possibility back in 1997. Check out this fearless documentary and prepare to question the government's spin. Go to [Video](#)

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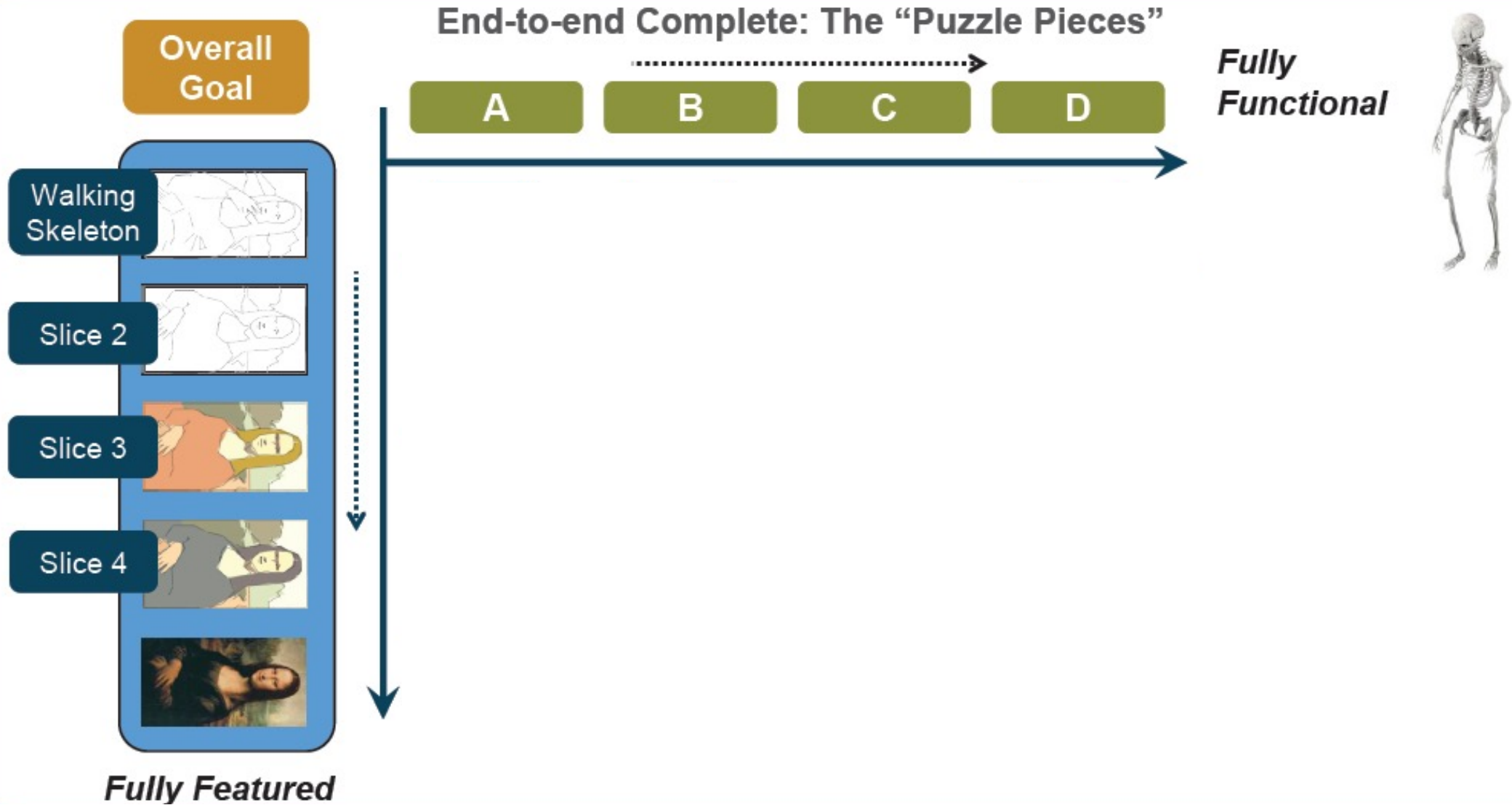
Iteration 8



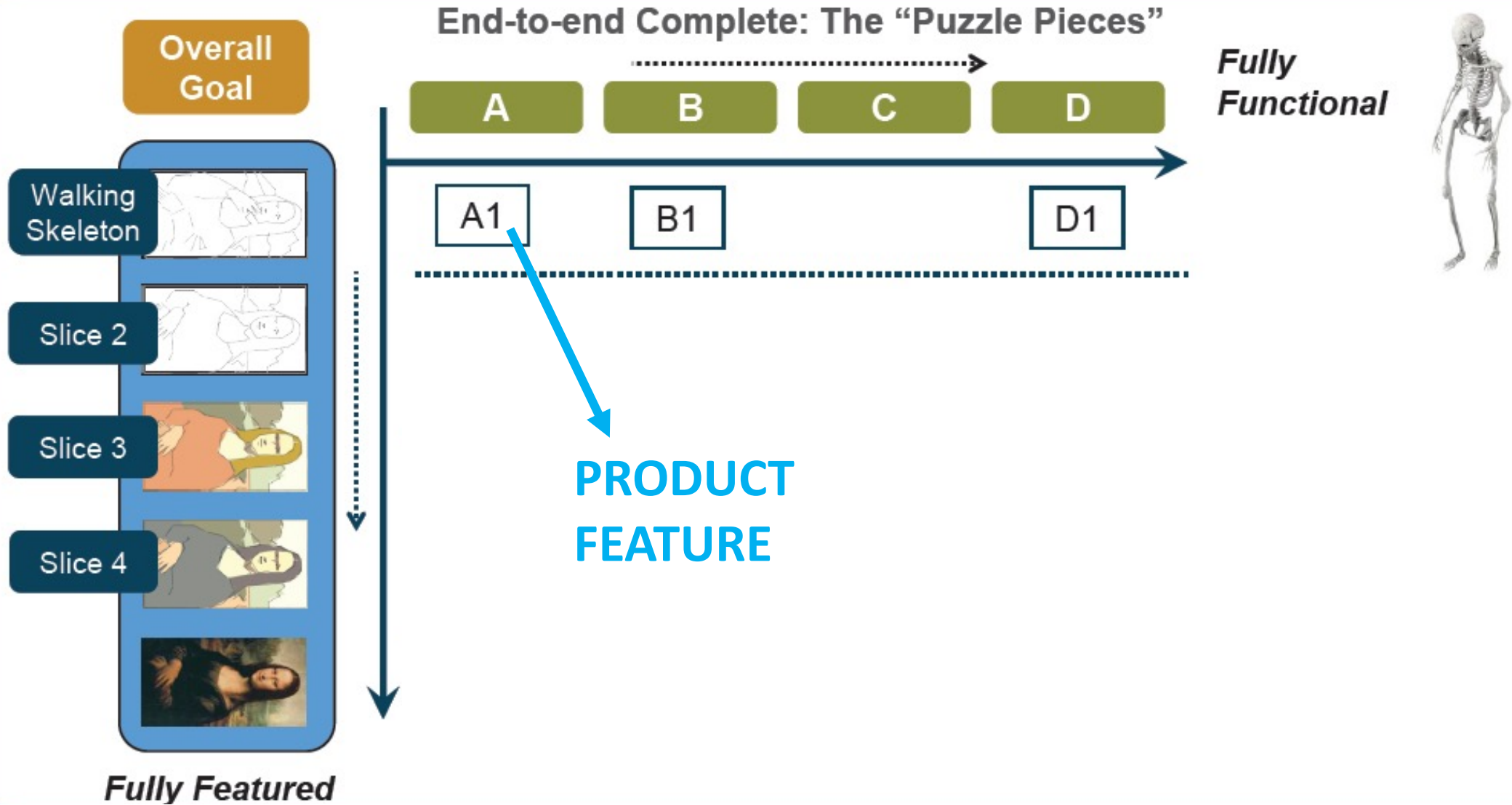
STORYMAP: IDEA



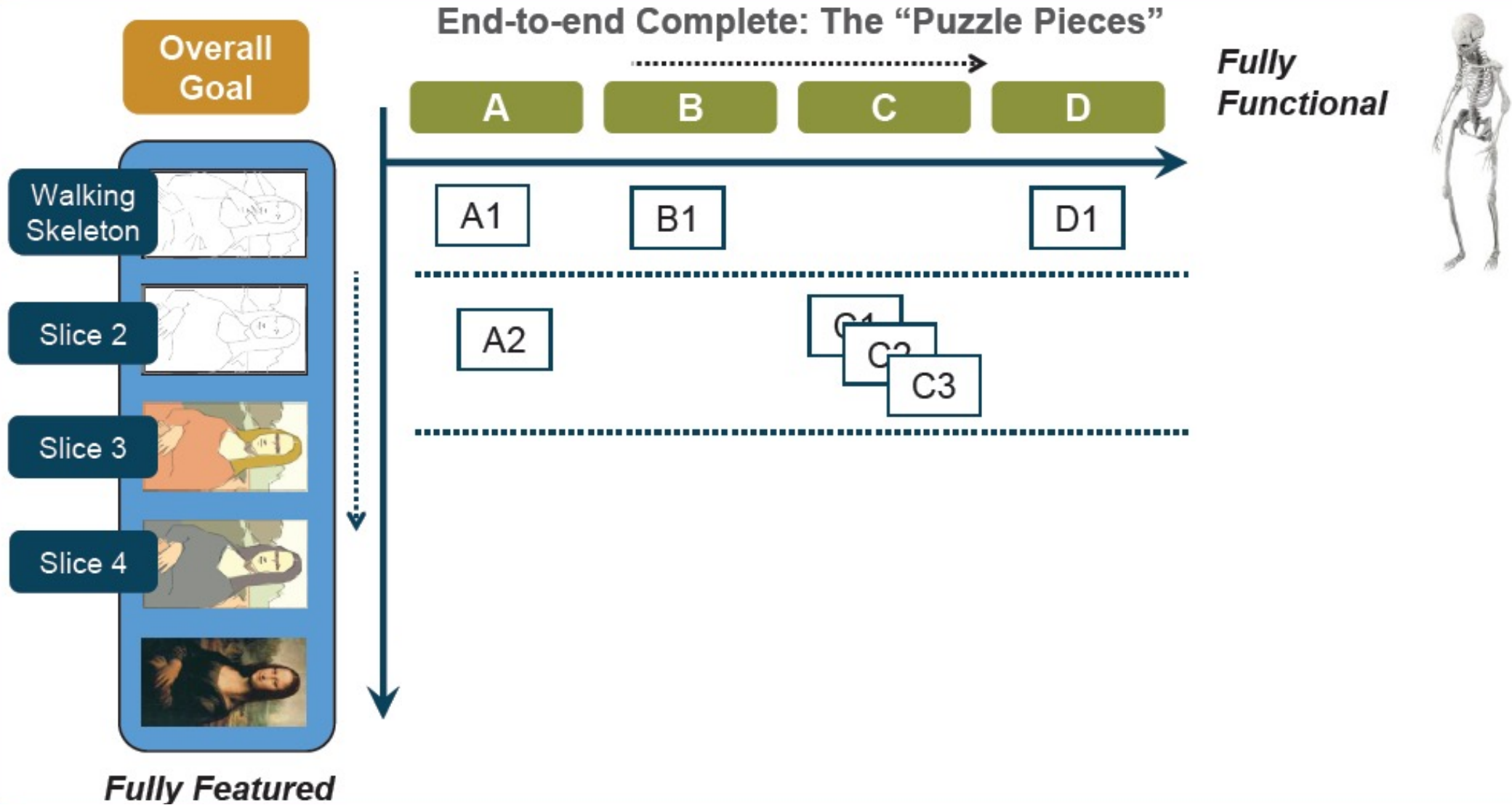
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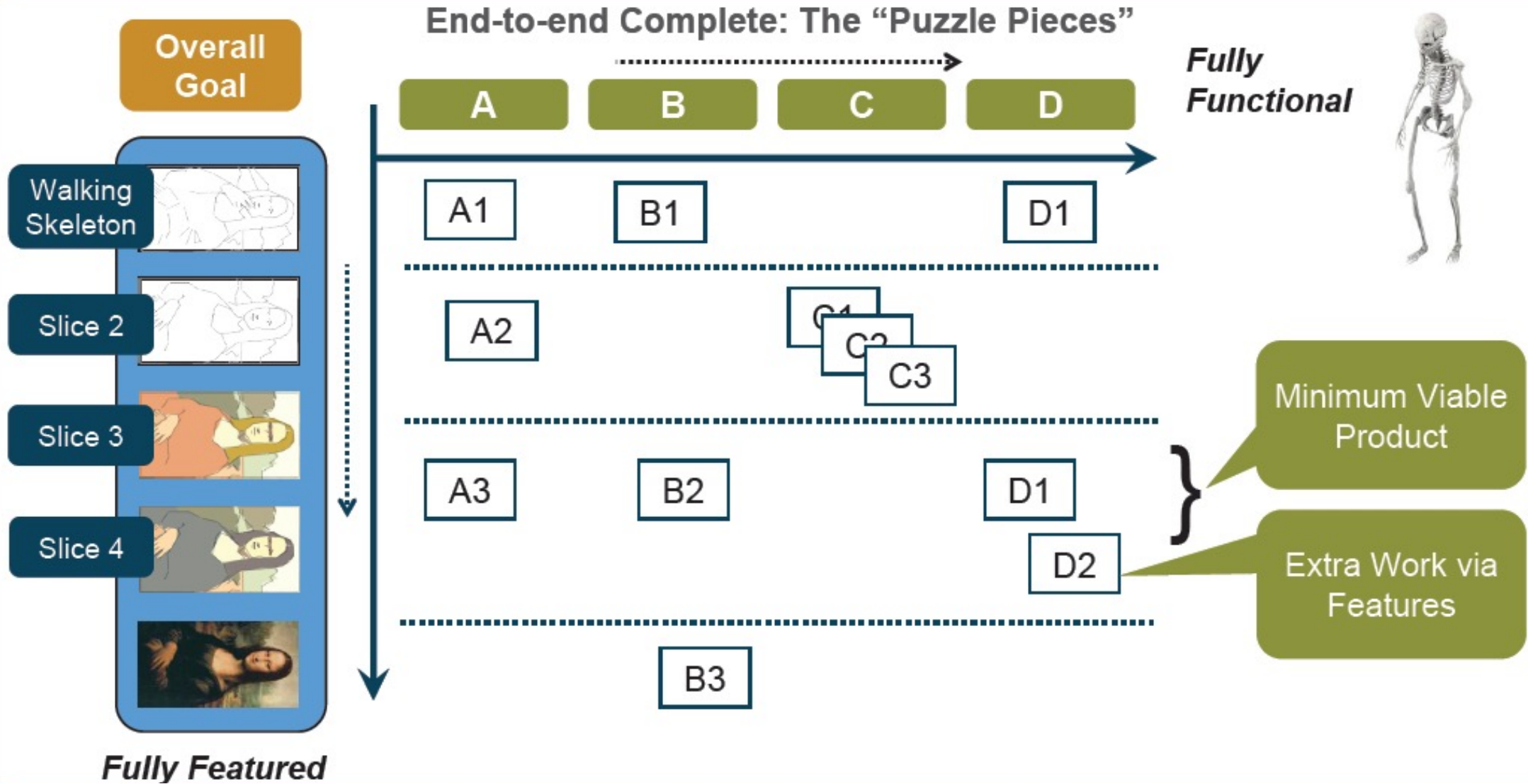
STORYMAP: IDEA



STORYMAP: IDEA



STORYMAP: IDEA



EXAMPLE: WEBSHOP

Step 1: Tell A Story (your flow or process)



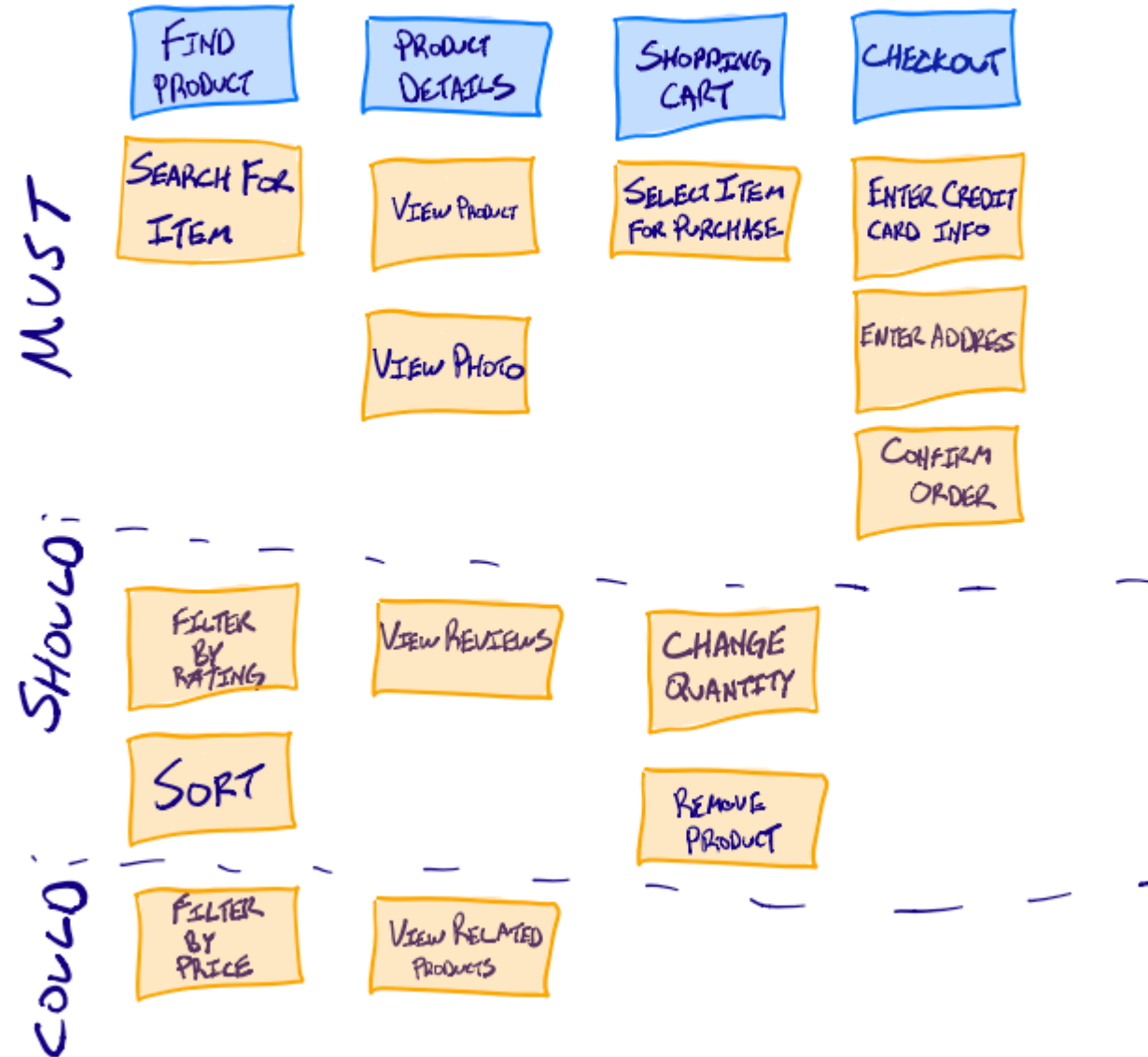
EXAMPLE: WEBSHOP

Step 2: Group into modules and create story map



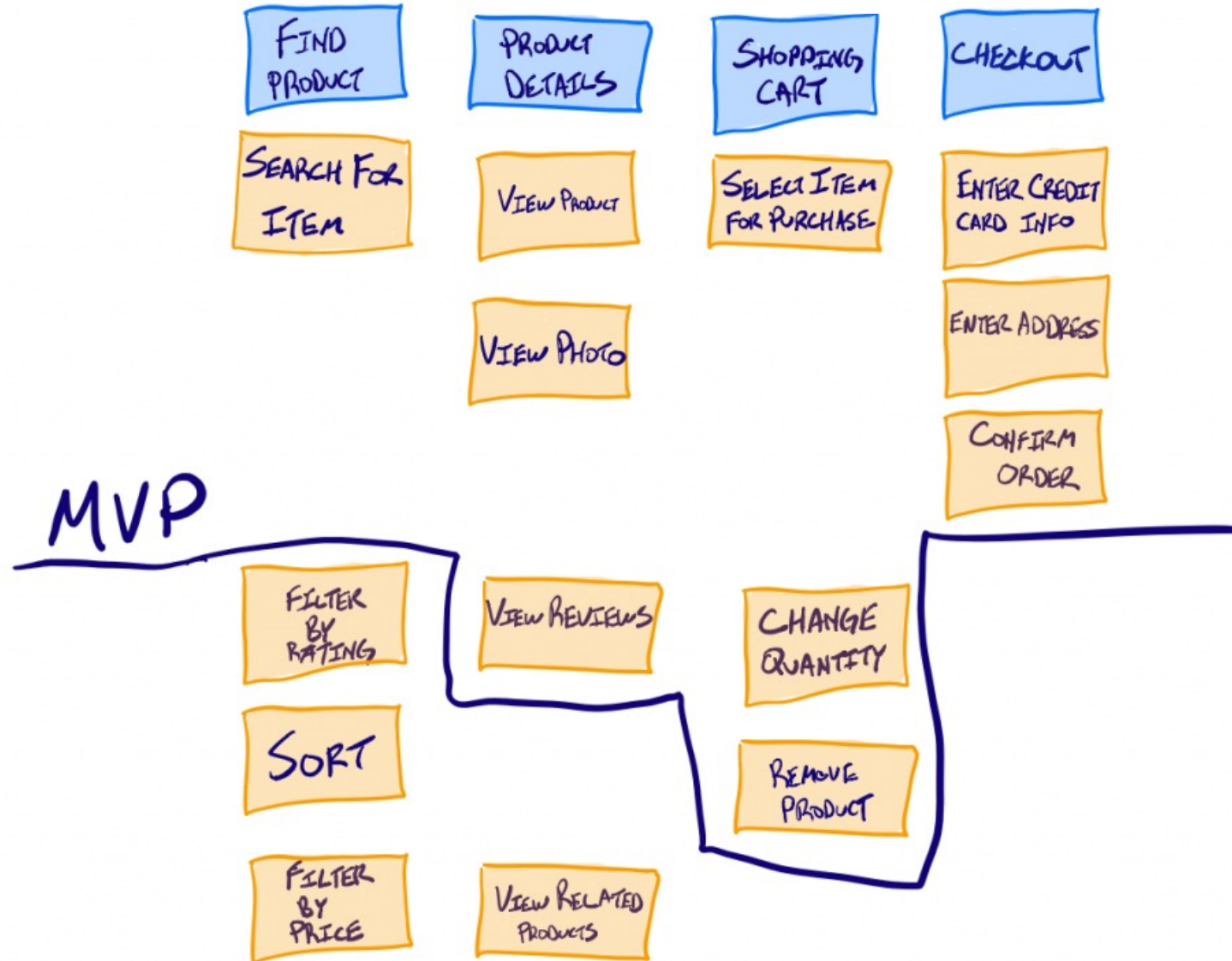
EXAMPLE: WEBSHOP

Step 3: MOSCOW prioritisation

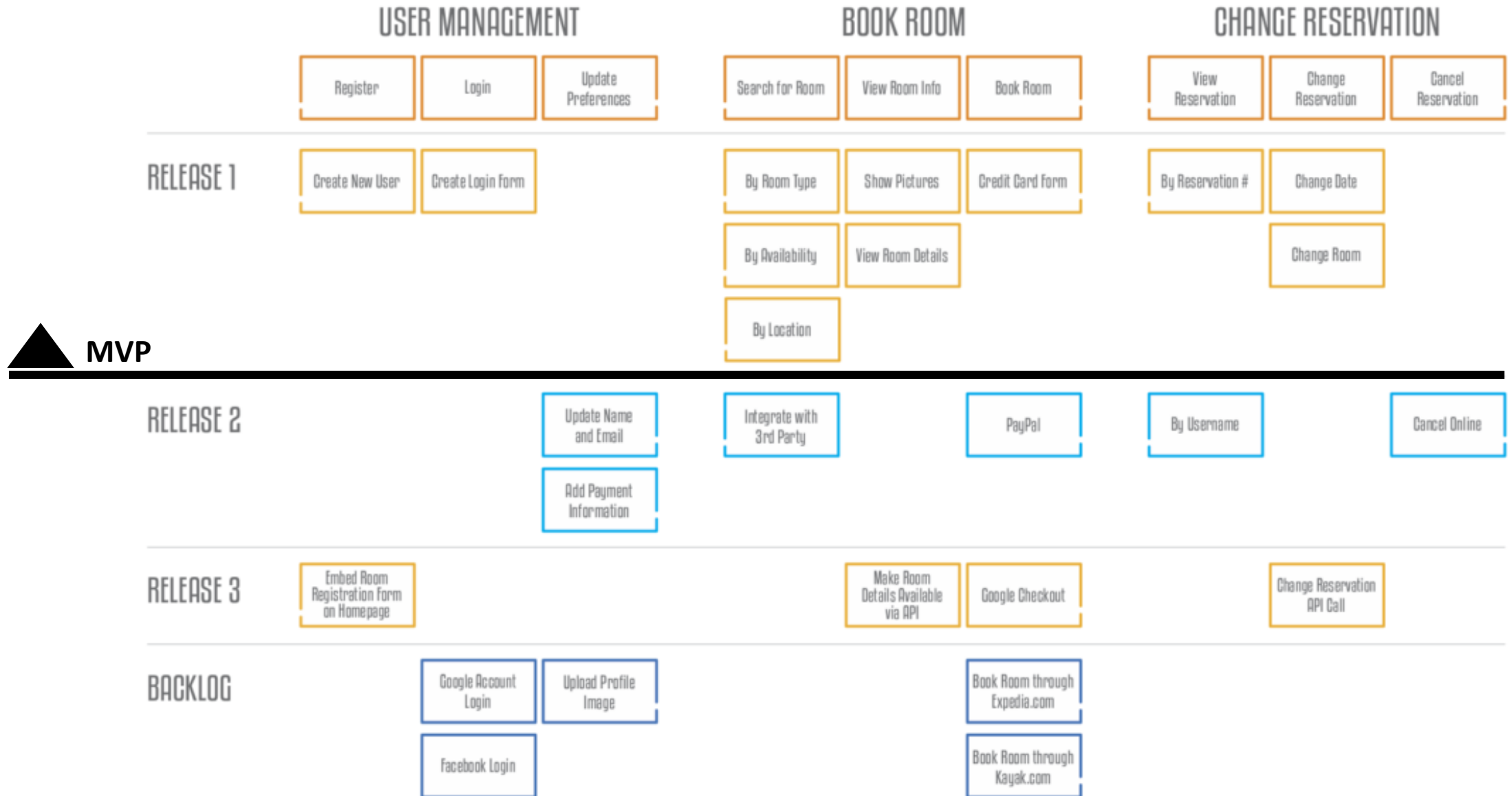


EXAMPLE: WEBSHOP

Step 4: Define MVP



STORY MAP: EXAMPLE



Exercise 8

- Choose a process from one of the UCs in the previous lesson
- Draw the process
- Let it evolve into a “story map” including an MVP
- Present it in 5’



JUVO MAKES DATA PROFITABLE

USE CASES
CUSTOMERS



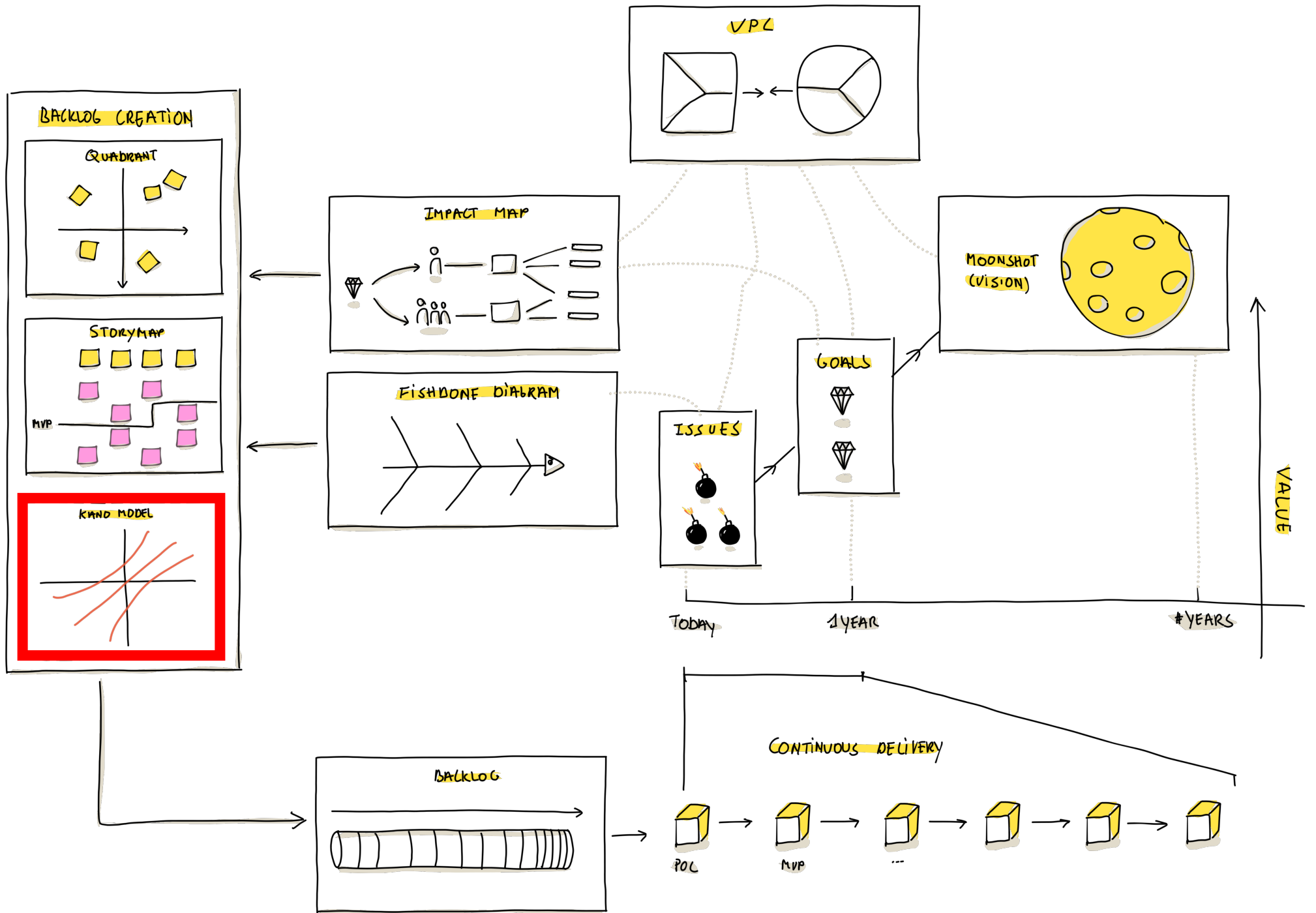
CONTEXTS



DATA MANAGEMENT



TABLE OF CONTENTS



Kano Model

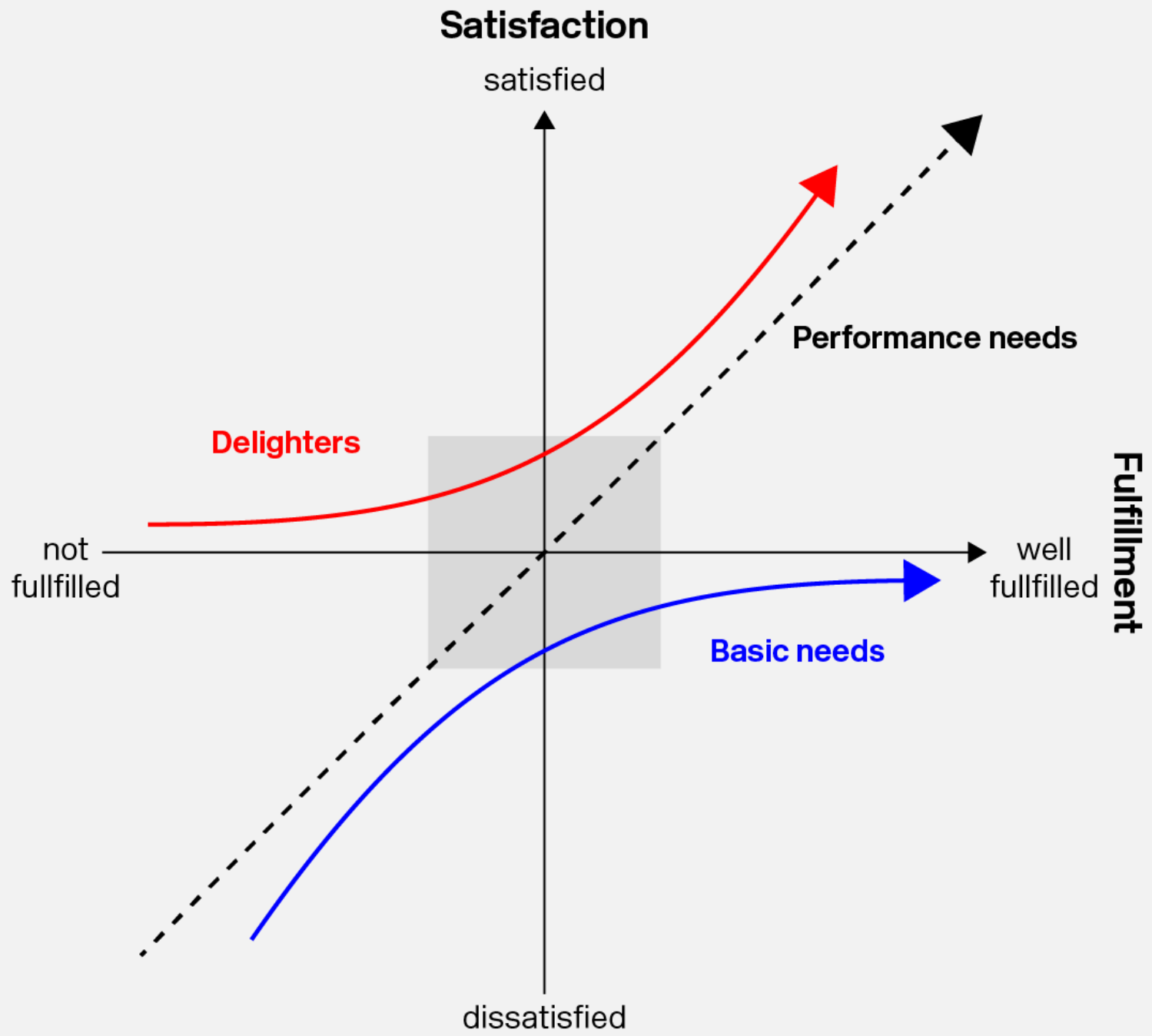
Definition and Background

- Invented by Noriaki Kano in the 1980s
- A method to document '**Customer Satisfaction**'



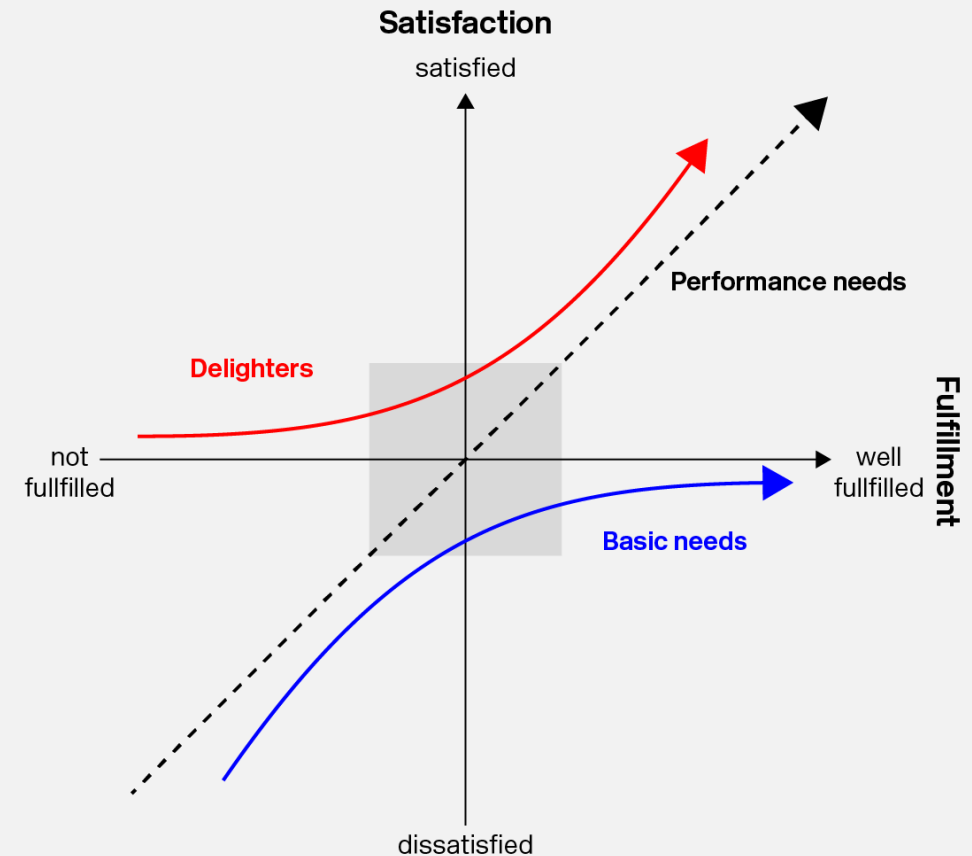
Noriaki Kano





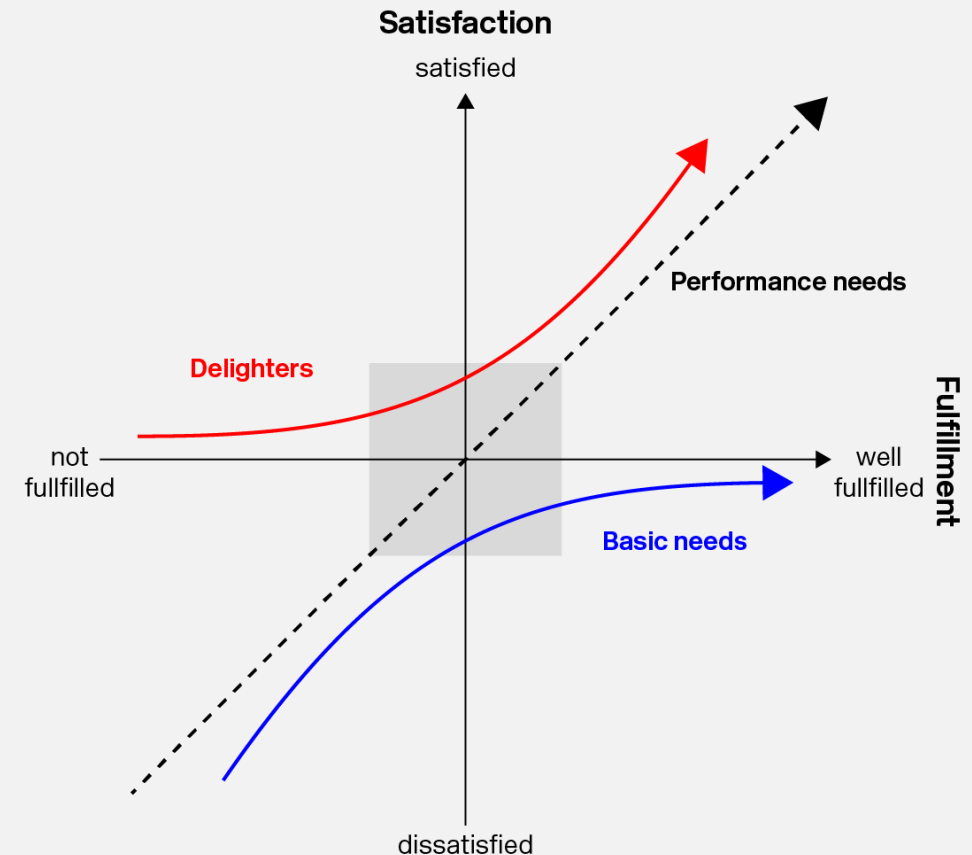
Basic / Threshold Needs

- These are the basic features that customers expect a product or service to have.
- **For example**, when you book into a hotel, you'd expect hot water and a bed with clean linen as an absolute minimum.



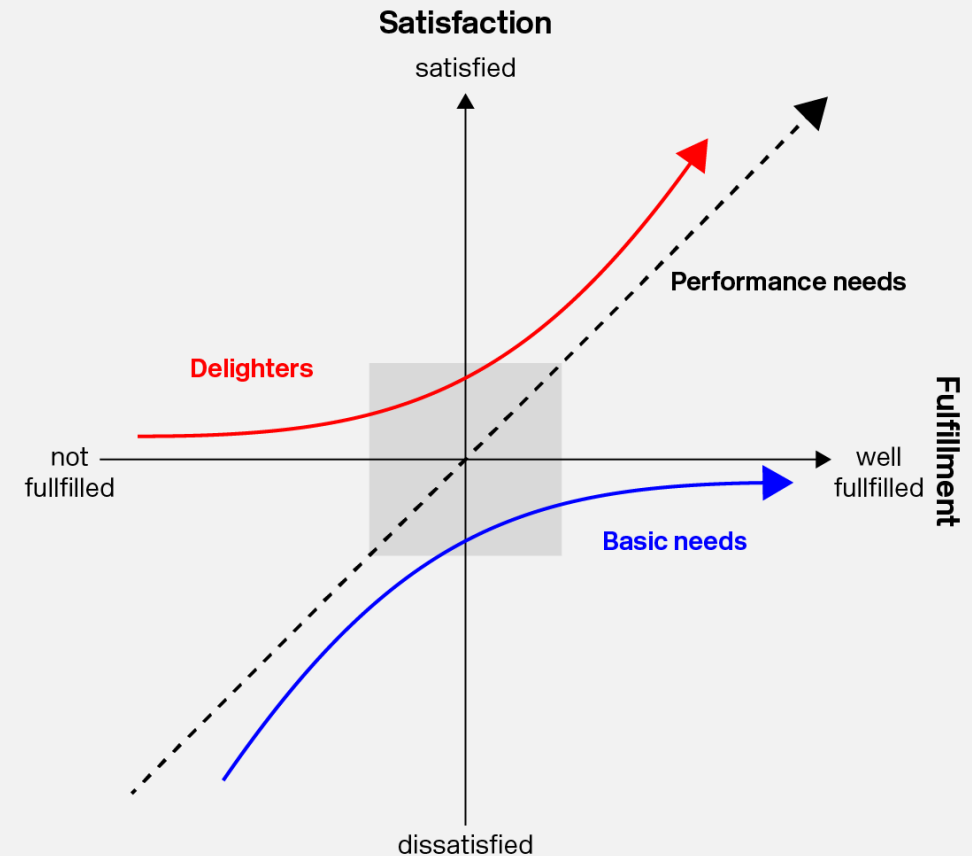
Performance Needs

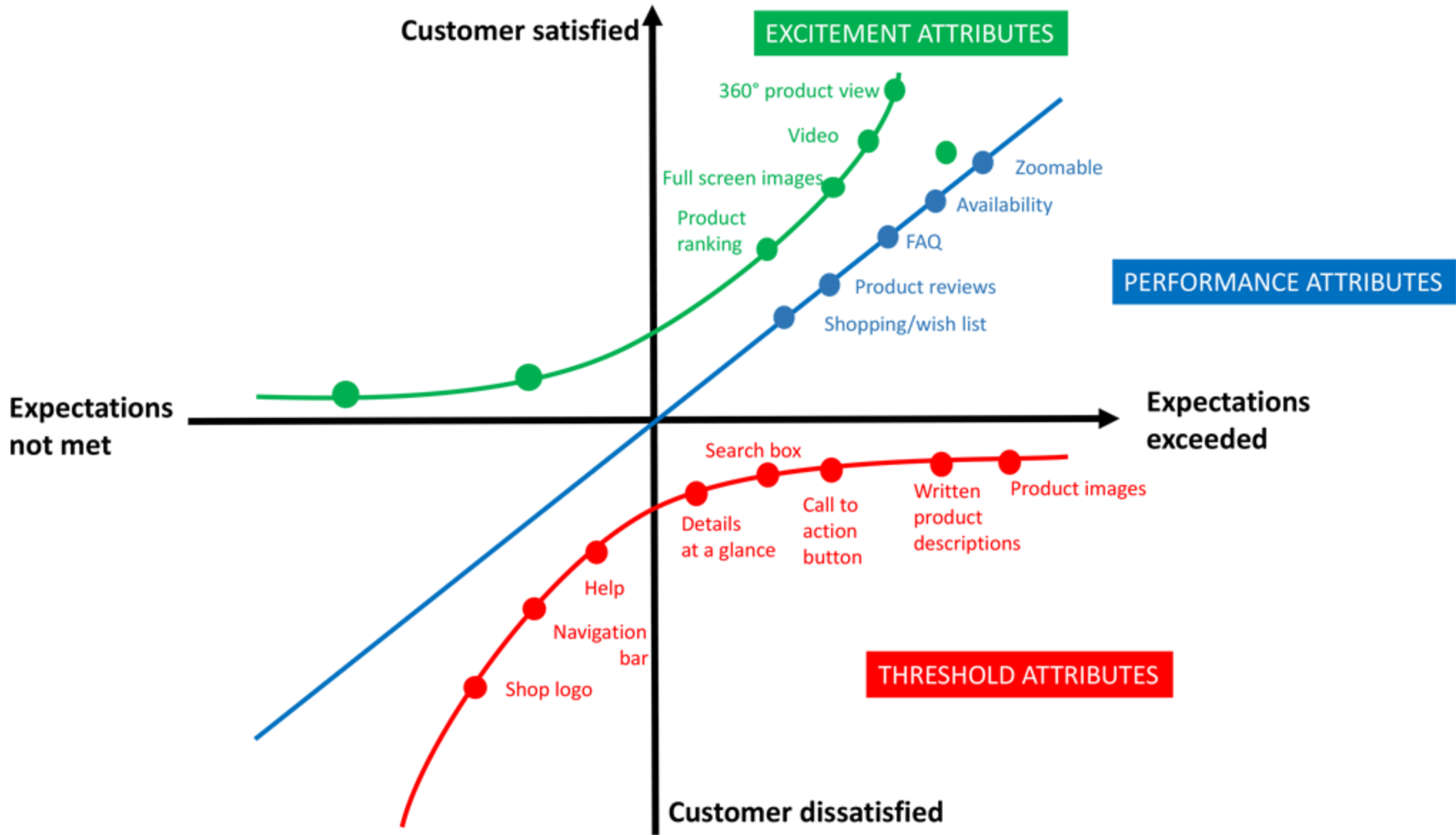
- These elements are not absolutely necessary, but they increase a customer's enjoyment of the product or service.
- **For example**, you'd be pleased to discover that your hotel room had free superfast broadband and an HD TV, when you'd normally expect to find paid-for wi-fi and a standard TV.

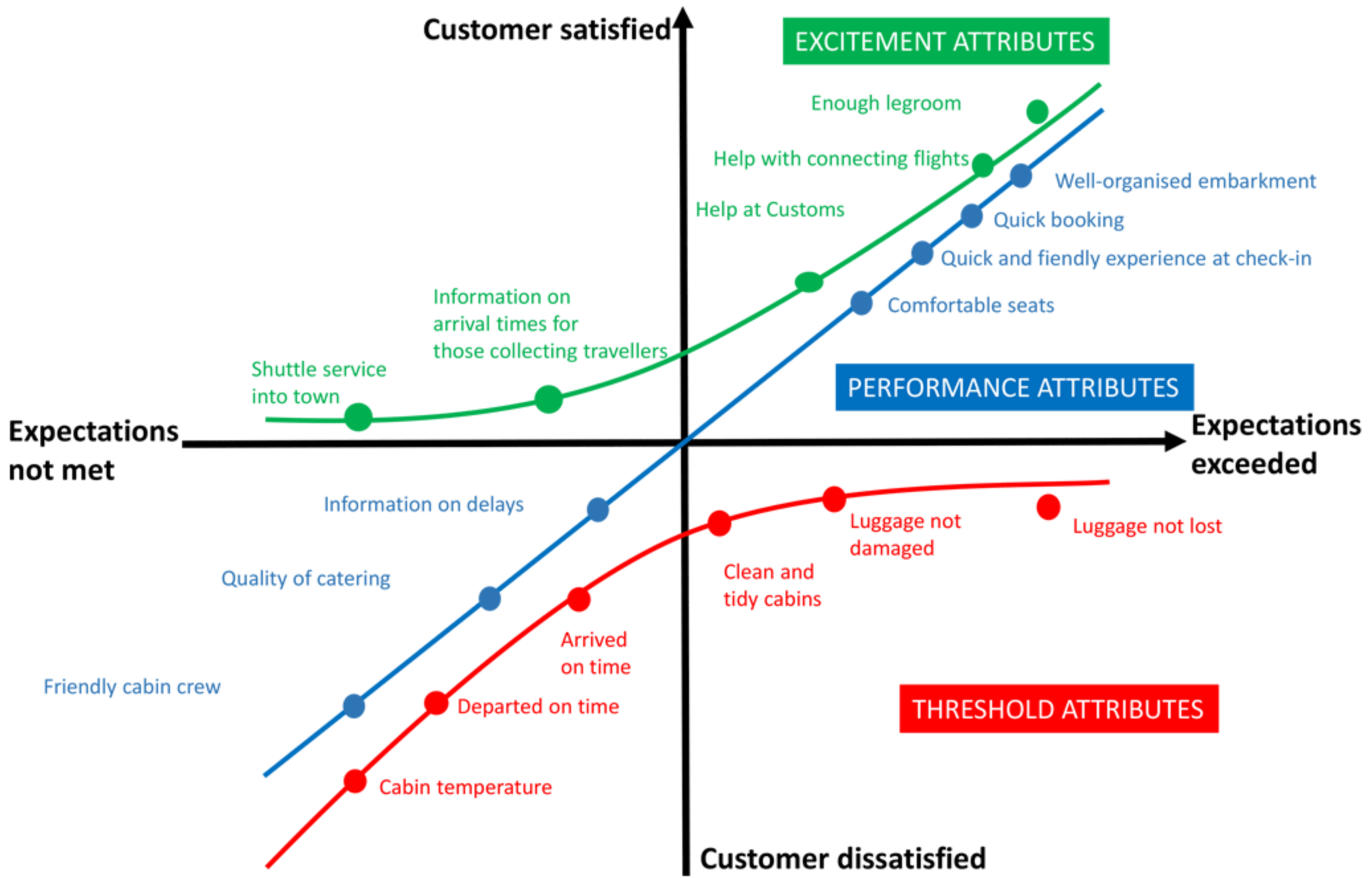


Excitement Needs

- The surprise elements that can really boost your product's **competitive edge**. They are the features that customers don't even know they want, but are delighted with when they find them.
- In your hotel room, that might be finding the complimentary Belgian chocolates that the evening turn-down service has left on the bed.





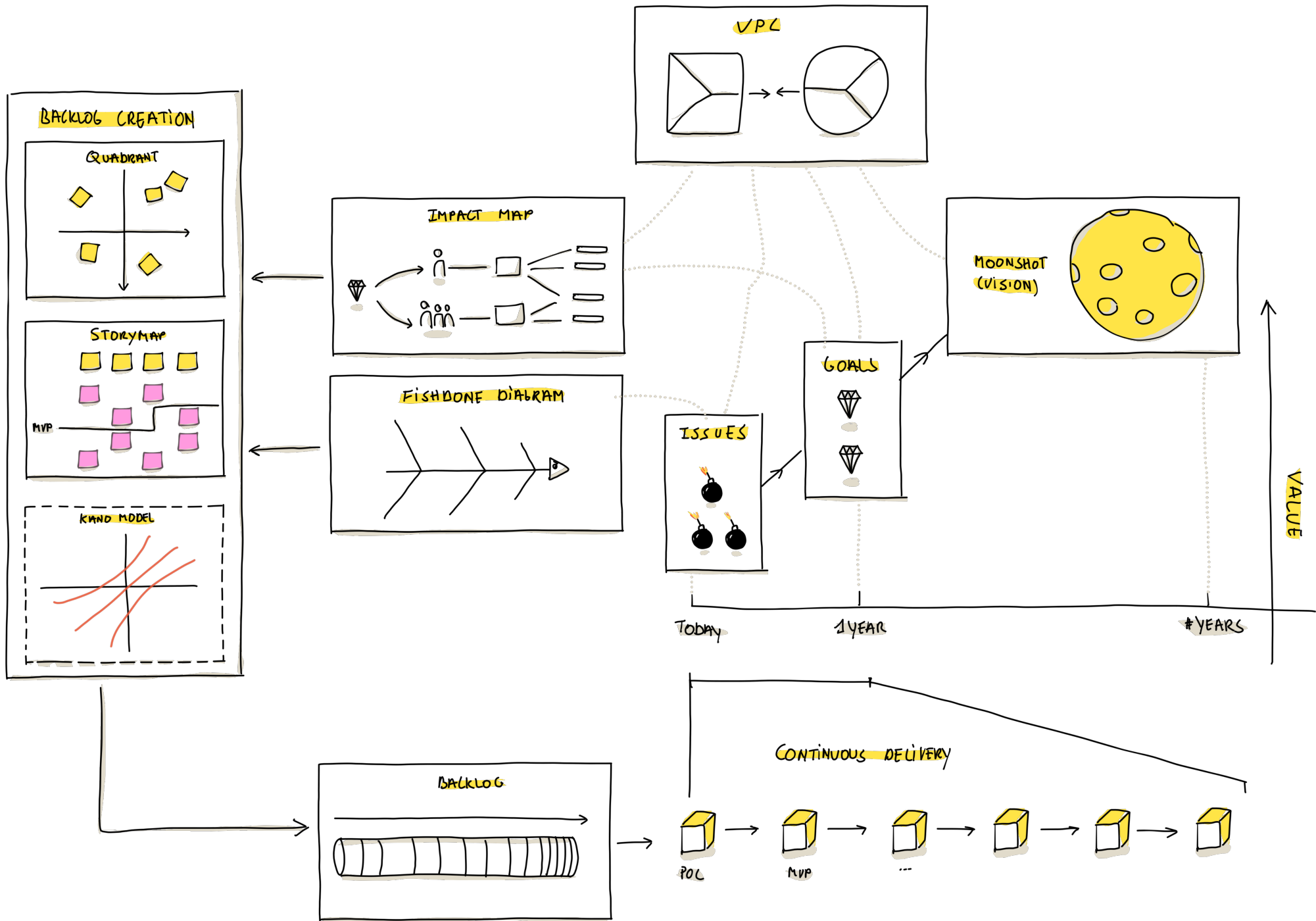


Exercise 9

- Choose a persona per group:
 - Team Lead
 - Head of Logistics
 - Data Engineer
- Create a Kano Model for the selected persona



WRAP UP



BONUS MATERIAL

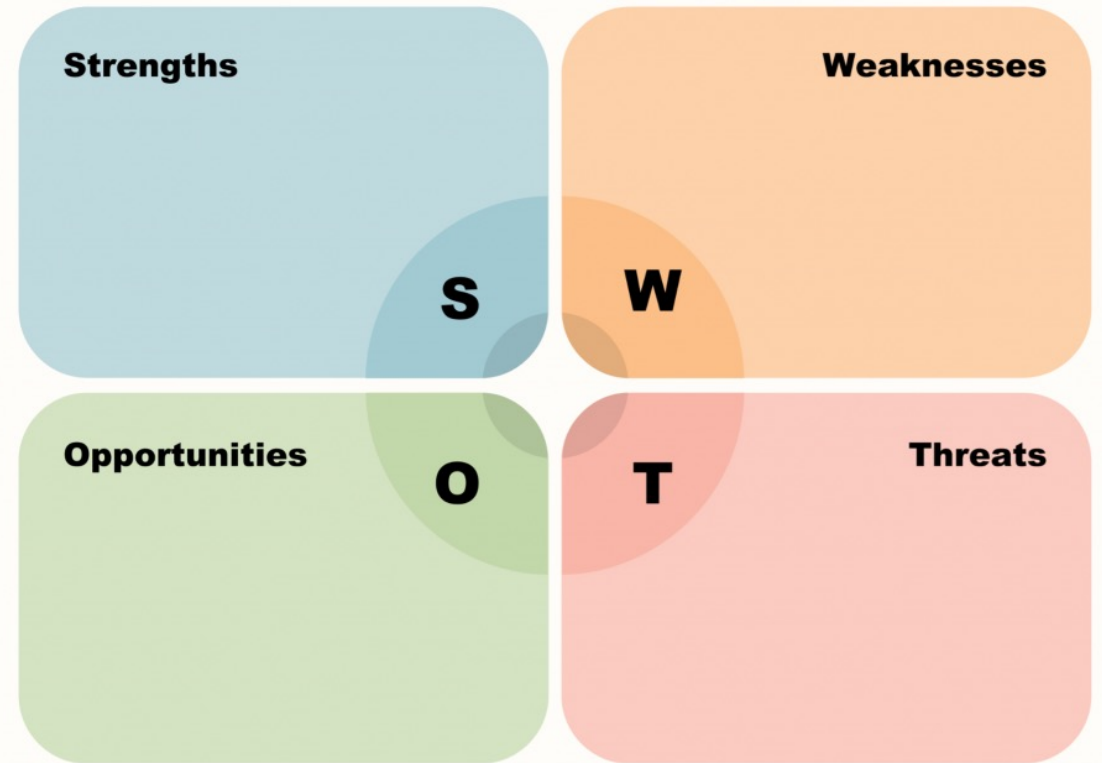


SWOT Analysis

Definition

A framework for identifying and analyzing a product's

- **S**trengths,
- **W**eaknesses,
- **O**pportunities
- **T**hreats.



SWOT Definitions

STRENGTHS

- What is the Unique Selling Point of your Product?
- Why would someone use your Product?
- What are it's killing features?

WEAKNESSES

- What is your product doing less well?
- Where is your product lagging behind competition?

OPPORTUNITIES

- Which gaps are in the market for your product?
- Which oppotunities to grow your product/service?
- Market trends where your product can be used for?

THREATS

- Events and market trends that can make your product no longer relevant
- Changing rules / environments in your product segment
- Changing customer behaviour



Uber

STRENGTHS

- Unique pricing system
- Cheaper prices than its competitors
- Advantageous contractual agreement with drivers

WEAKNESSES

- Unethical employment practices
- Privacy concerns
- Easy to imitate

OPPORTUNITIES

- Expanding to delivery (delivering food)

THREATS

- Drivers and customers switching to other platforms
- Frequent legal battles
- Self-Driving Cars





ChatGPT

(free version)

STRENGTHS

- ?

WEAKNESSES

- ?

OPPORTUNITIES

- ?

THREATS

- ?





ChatGPT

(free version)

STRENGTHS

- Free
- Quickly synthesizes information
- Saves time
- Generates content, rather than listing resources

WEAKNESSES

- No live data
- Cannot predict future events
- Sometimes inaccurate results
- No sources are cited

OPPORTUNITIES

- Analyze and revise writing
- Make new connections between ideas
- Create new Jobs
- Saves time generating ideas

THREATS

- Potential fraud in academics
- Some skills become less relevant
- Harder to teach students to write
- Malicious intent (hacking)
- Replace jobs

