



## **Masters of Business Administration (MBA) – Semester - 3**

### **Course Teaching Plan**

**Course Title:** Data Storytelling  
**Course Code:** 340039406  
**Course Credit:** 4.0

#### **1. Course Introduction:**

Business Data analyst's often face some common analysis challenges to address stakeholders' needs of data driven decision making. Analysis of any problem should start with effective questioning to help collect the right data to solve those problems. Next, a structured thinking process of recognizing the current problem or situation needs to be developed. This involves organizing available information, revealing gaps and opportunities, and identifying the options needs to be developed. Lastly, a communication strategy needs to be developed, in order to communicate the analysis results. It is important or today's management graduates to hone their skill so that they can cater to the data driven decision requirements of business organizations.

#### **2. Course Objective:** To enable a student to:

- Learn about effective questioning techniques that can help guide analysis.
- Explore a variety of real-world business scenarios to support an understanding of questioning and decision-making.
- Examine the key ideas associated with structured thinking and how they can help analysts better understand problems and develop solutions.
- Gain an understanding of data-driven decision-making and how data analysts present findings.
- Learn strategies for managing the expectations of stakeholders while establishing clear communication with a data analytics team to achieve business objectives.

#### **3. Course Learning Outcome:**

CLO1: Understanding effective questioning techniques to guide data analysis

CLO2: Develop understanding of understanding of questioning and decision-making.

CLO3: Develop structured thinking or better data analysis

CLO4: Understanding strategies for effective written and visual communication to stakeholders

#### **4. CLO –PO Mapping Matrix**

	PO1	PO2	PO3	PO4	PO5
CLO1	3	2	3	-	1
CLO2	2	2	3	-	-
CLO3	3	3	3	-	1

CLO4	3	3	3	2	1
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Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

#### 5. Course Contents & Session Plan:

Session No.	Topic
<b>Unit I - Planning an Analysis Strategy</b>	
1-10	Understanding business problem Gaining clarity on stakeholders/management's perspective Framing analysis questions Data- source identification Data preparation
<b>Unit II – Understanding Data</b>	
11-15	Frequencies / Percentages Descriptive Statistics Spread of the data Plots like histograms, box plots, line, bar, pie etc. Handling outliers Exploratory Data Analysis using pandas-profiling/ y-data profiling
<b>Unit III - Analyzing Data</b>	
16-25	Understanding Data Hierarchies Crosstab / Data Groups Inference building
<b>Unit IV – Communicating and Presenting Results</b>	
26-35	Art of storytelling Dashboard designing Presenting analytical insights
35-40	Students work on a comprehensive data analysis project using spreadsheets/ Python and apply concepts learned in the course for effective Data Storytelling

#### 6. Assessment Scheme :

**Exam: 50%**

**Continuous Assessment 50 %**

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	✓	✓
Case Analysis/Class Participation	10%		✓
LAB Assignment	30%		✓
Quiz	10%	✓	✓

## 7. Educational Resources

Educational Resources	Description
<b>i. Text Book</b>	
<b>ii. Reference Book</b>	Practical Python Data Wrangling and Data Quality Author: Susan E. McGregor O'Reilly Media, Inc. ISBN: 978-1-492-09150-9
<b>iii. Journals/ Magazine/periodical</b>	
<b>iv. Video lecture</b>	<b>Crafting Stories with Data   Google Data Analytics Certificate</b> <a href="https://youtu.be/r8KZGpVns3o?si=LlpsdX_JwgNBg_kW">https://youtu.be/r8KZGpVns3o?si=LlpsdX_JwgNBg_kW</a>
<b>v. Course related important Web links</b>	PWC's Data-driven Decision Making available at <a href="https://www.coursera.org/learn/decision-making#modules">https://www.coursera.org/learn/decision-making#modules</a>