



# **Insight & Actionable Solutions Course Syllabus**

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**WESTERN GOVERNORS UNIVERSITY**

# Insight & Actionable Solutions

## Hello, and welcome!

Data is only powerful if it leads to solutions. When an extensive amount of data is available, knowing how to turn it into actionable recommendations is essential. This course will help you do just that—move from simply collecting data to finding insights and recommending practical solutions. You'll learn strategies for interacting with dashboards and interpreting charts. From there, you'll focus on connecting insights to business objectives and synthesizing those insights into clear, data-driven guidance. Along the way, you'll discover how storytelling principles create a compelling data story. In addition, you'll gain presentation strategies that leave a lasting impression on stakeholders. The course also covers how to implement recommendations, measure results, and continuously improve the business intelligence process. By the end of this course, you will have the knowledge to find, present, and iterate on business solutions.

**You are in the right place. You belong here. You can do this!**

## Course Description and Competencies

### WHAT TO EXPECT

In this course, you will work through three modules of material. Each module is broken down into smaller units. These units provide an overview of how to interpret insights. You will discover how to read the story in the data, learn how to tell that story effectively, and how to successfully implement solutions.

Throughout this course, you will find readings and a variety of interactive elements. These include videos, study resources, and ungraded practice tests to help deepen your understanding of the content. Engaging with these activities reinforces new learning. It also complements the knowledge you bring to this area of study.

The assessment provides an opportunity to demonstrate your mastery of the competencies in this course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact your Course Instructor or Student Experience Specialist. We're here to help!

### This course covers the following competencies:

1. The student interprets analytical insights to recommend action.
2. The student presents an analysis of a complex business problem.
3. The student evaluates the impact of data-driven recommendations.

### Assessment

You must achieve a ranking of **Competent** on the assessment to pass the course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact your Course Instructor or Student Experience Specialist.

◆ 1 final project ◆ 3 competency units

## Course Outline

Module	Upon completion of this module, you will be able to:
<b>Reading the Story in the Data</b>	<ul style="list-style-type: none"> <li>A. Identify ways to interact with dashboards.</li> <li>B. Interpret visualizations for business insights.</li> <li>C. Frame analytical insights.</li> <li>D. Construct a data-driven recommendation.</li> </ul>
<b>Telling a Data Story</b>	<ul style="list-style-type: none"> <li>A. Apply storytelling principles to data.</li> <li>B. Adapt the presentation to the audience.</li> <li>C. Identify data visualizations that support the narrative.</li> <li>D. Apply design principles to increase clarity and impact.</li> </ul>
<b>Implementation and Iteration</b>	<ul style="list-style-type: none"> <li>A. Create a project plan to implement a recommendation.</li> <li>B. Identify relevant KPIs to measure success.</li> <li>C. Interpret performance data to assess the success of a recommendation.</li> <li>D. Plan iterative improvements from implementation results.</li> </ul>

## Technology Requirements

We want to be sure you have the tools to succeed! Review the [Computer System and Technology Requirements](#) to learn about the technology you'll need. If you have questions about your setup, contact [support@academy.wgu.edu](mailto:support@academy.wgu.edu).

You will need Adobe Acrobat Reader DC. If you haven't already, [download this free software](#). You may encounter an interactive form that contains fields that you can select or fill in. Review [how to fill in a PDF form](#).

## Key Contacts

### **Certificate Connect**

Check out this online community to take advantage of course resources, including videos and tips from your educators. You can ask and answer questions, provide feedback on your progress, and interact with fellow students. You will find this platform in the Student Resources section of the course. Log on and do some exploring!

### **Technical Support**

If you encounter technical issues, be sure to contact the Help Desk. Just [submit a Support Request for assistance](#).

### **Program Support**

Do you have questions about your account? Student Support has answers. They can help with billing, switching courses, and other requests. You can contact them at (888) 320-0540 or [support@academy.wgu.edu](mailto:support@academy.wgu.edu).

## Accommodations

WGU provides compliant and accessible learning experiences. If you require accommodation, please contact us at the start of the course. You can email [support@academy.wgu.edu](mailto:support@academy.wgu.edu) or call (888) 320-0540. We are committed to ensuring that all students with disabilities have equal access to WGU's services and materials. We strive to use best practices for accessibility. Our goal is to conform to existing U.S. laws. These include the Americans with Disabilities Act and Section 504 and Section 508 of the Rehabilitation Act. Our learning management system (LMS) platform is Open edX. Open edX's commitment to accessible content is published on their [Website Accessibility Policy](#).