1.

1 / 1 point

Overview

Now that you have been introduced to the SMART framework for asking questions, you can pause to apply what you are learning. In this self-reflection, you will consider the questions you would ask in a specific scenario.

This self-reflection will help you develop insights into your own learning and prepare you to apply your knowledge of the SMART question framework to your own data investigations. As you answer questions—and come up with questions of your own—you will consider concepts, practices, and principles to help refine your understanding and reinforce your learning. You've done the hard work, so make sure to get the most out of it: This reflection will help your knowledge stick!

The scenario

You are three weeks into your new job as a junior data analyst. The company you work for has just collected data on their weekend sales. Your manager asks you to perform a "deep dive" into this data. To get this project started, you must ask some questions and get some information.

SMART questions

As a refresher, SMART questions are:

- **Specific:** Questions are simple, significant, and focused on a single topic or a few closely related ideas.
- **Measurable:** Questions can be quantified and assessed.
- **Action-oriented:** Questions encourage change.
- **Relevant:** Questions matter, are important, and have significance to the problem you're trying to solve.
- **Time-bound:** Questions specify the time to be studied.

Next, you will use the SMART framework to ask effective questions about the scenario above. Then, you will reflect on the topics your SMART questions should address.

Ask the right type of questions

You can apply the SMART framework to all types of questions. The type of questions you ask can help you explore deeper with your data. Consider the ways your questions help you examine objectives, audience, time, security, and resources.

Some common topics for questions include:

- **Objectives**
- **Audience**
- **Time**
- **Resources**
- **Security**

Think about how you can ask SMART questions about each of these topics.

Reflection

Consider the scenario above:

- Based on the SMART framework, which questions are most important to ask?
- How will these questions clarify the requirements and goals for the project?
- How does asking detailed, specific questions benefit you when planning for a project? Can vague or unclear questions harm a project?

Now, write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

> Based on the SMART framework, the most important questions to ask in this scenario are:
>
> Specific: What are the specific goals of this project? What do we hope to achieve by analyzing the weekend sales data?
> Measurable: How will we measure the success of this project? What metrics will we use to track our progress?
> Action-oriented: What specific actions will we need to take to complete this project? What tasks need to be done?
> Relevant: How is this project relevant to the company's overall goals? How will the insights we gain from this project help us improve our business?
> Time-bound: When do we need to complete this project? What is the deadline?
> These questions will help me clarify the requirements and goals for the project, and they will also help me to plan and execute the project effectively. By asking detailed, specific questions, I can ensure that I am gathering the information I need to make informed decisions about the project. Vague or unclear questions can lead to wasted time and resources, and they can also make it difficult to track progress and measure success.
>
> Here are some additional questions that I would ask in this scenario:
>
> What are the different types of weekend sales data that we have available?
> How is the data organized?
> What are the limitations of the data?
> Who are the stakeholders in this project?
> What are their expectations?
> What are the risks associated with this project?
> How will we mitigate these risks?
> By asking these questions, I can gain a better understanding of the data, the stakeholders, and the risks involved in this project. This will help me to plan and execute the project more effectively and to achieve the desired results.

✓ **Correct**

Great work reinforcing your learning with a thoughtful self-reflection! A good reflection on this topic would describe how you applied SMART questions to the scenario.

Here are a few questions you might want to ask:

- When is the project due?
- Are there any specific challenges to keep in mind?
- Who are the major stakeholders for this project, and what do they expect this project to do for them?
- Who am I presenting the results to?

Here are some examples of questions you might ask based on the suggested topics:

- **Objectives:** What are the goals of the deep dive? What, if any, questions are expected to be answered by this deep dive?
- **Audience:** Who are the stakeholders? Who is interested or concerned about the results of this deep dive? Who is the audience for the presentation?
- **Time:** What is the time frame for completion? By what date does this need to be done?
- **Resources:** What resources are available to accomplish the deep dive's goals?
- **Security:** Who should have access to the information?

These questions can help you focus on techniques and analyses that produce results of interest to stakeholders. They also clarify the deliverable's due date, which is important to know so you can manage your time effectively. When you start work on a project, you need to ask questions that align with the plan and the goals and help you explore the data. The more questions you ask, the more you learn about your data, and the more powerful your insights will be.

Asking thorough and specific questions means clarifying details until you get to concrete requirements. With clear requirements and goals, it's much easier to plan and execute a successful data analysis project and avoid time-consuming problems down the road.