Data Detectives
Finding stories in spreadsheets

LGComms
Whetstone Communications

LGComms Academy
Thursday 9 Nov 2023

Data Confidence Survey

I'm creating a course to bridge the data skills gap & would love your input.

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Communications

Data's place in the 2023 comms skillset

"Data literacy is a key skillset that communicators should embrace and develop their capabilities in... Understanding, engaging with, and applying data into practice will result in more purposeful, creative ideas – ideas with impact, ideas that can change lives..."

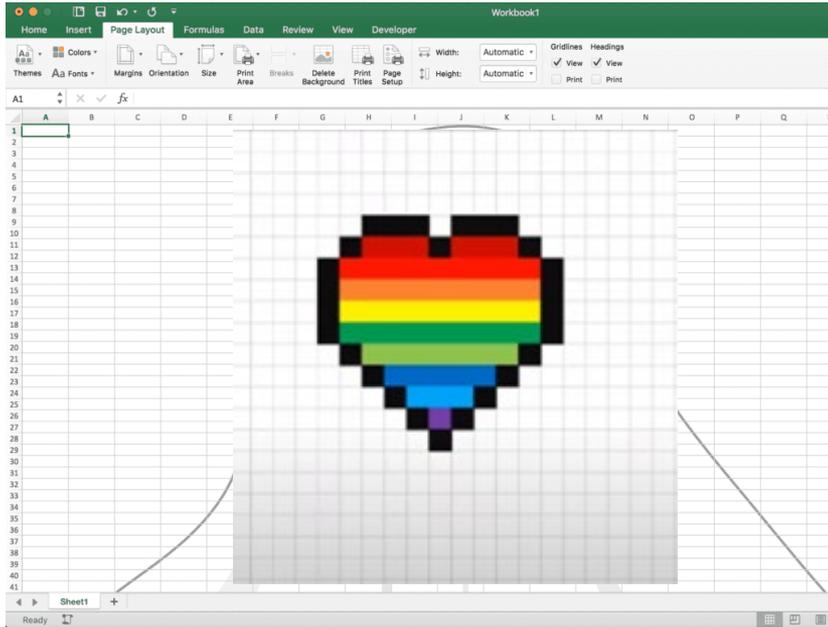**Shayoni Lynn, Founder, Lynn PR (2022's fastest-growing agency)**

"We are looking for superhero communicators who combine the data analysis, numeracy and software savvy of an engineer with the story-telling, creativity and empathy of an artist."

Simon Baugh, Chief Exec, Government Communications Service (GCS)

Out of our comfort zone?

- Understanding
- **Confidence**
- Skills
- Education
- Training
- Culture
- CPD Provision
- **Opportunity**
- Role models
- **Use cases**

Main image: Spreadsheetsmadeasy.com

Crunch time!

- Work as teams to analyse the library usage dataset

- Identify one **positive story** & one **negative story**
- What **further data** could give you a richer story?

- The room can make **3** requests to the 'analyst' to crunch data digitally in Excel

- Each group be ready to report back

Top tips

- Learn (to love) Excel

Bringing data together can unlock…

- **Insights**

- **Efficiency**

- **Creativity**

	A	B	C	D	E
1	**Museum**	**Number_of_visitors**	**Date**	**Day**	**Max Temperature**
2	Bristol Museum	122	13/11/2017	Mon	8
3	Bristol Museum	317	01/03/2018	Thurs	-2.1
4	Bristol Museum	385	12/12/2017	Tue	8
5	Bristol Museum	395	24/12/2017	Sun	9.9
6	Bristol Museum	404	20/09/2017	Wed	19.3
7	Bristol Museum	473	14/12/2017	Thurs	6.4
8	Bristol Museum	478	15/05/2018	Tue	23.3
9	Bristol Museum	501	07/05/2018	Mon	27.3
10	Bristol Museum	512	10/12/2017	Sun	4.7
11	Bristol Museum	516	28/06/2018	Thurs	27.7
12	Bristol Museum	528	19/04/2018	Thurs	24.3
13	Bristol Museum	528	08/05/2018	Tue	17.1
14	Bristol Museum	529	29/06/2018	Fri	27.7
15	Bristol Museum	538	03/05/2018	Thurs	15.8
16	Bristol Museum	551	16/11/2017	Thurs	13.2
17	Bristol Museum	560	18/05/2018	Fri	19.4
18	Bristol Museum	569	20/05/2018	Sun	23.3
19	Bristol Museum	572	13/12/2017	Wed	8.8
20	Bristol Museum	585	12/01/2018	Fri	6.7
21	Bristol Museum	585	13/01/2018	Sat	7.8
22	Bristol Museum	591	17/05/2018	Thurs	18.6
23	Bristol Museum	595	09/11/2017	Thurs	14.4
24	Bristol Museum	599	30/11/2017	Thurs	5
25	Bristol Museum	618	23/11/2017	Thurs	11.9
26	Bristol Museum	620	13/03/2018	Tue	11.9
27	Bristol Museum	624	15/09/2017	Fri	16.8
28	Bristol Museum	629	22/05/2018	Tue	22.7
29	Bristol Museum	630	03/06/2018	Sun	25.8
30	Bristol Museum	632	01/01/2018	Mon	8.2
31	Bristol Museum	632	15/03/2018	Thurs	12.8
32	Bristol Museum	639	10/01/2018	Wed	8.7
33	Bristol Museum	641	26/04/2018	Thurs	13.5

Further questions?

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