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TalkToData Data Workshop

One business question, one definition, one testable answer.

Catalogue variant. Connection and scope are agreed per project.

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Outcome and agenda

240 minutes including a break.

Clarify question and data, calculate, countercheck and scope the next step.

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The decision behind the question

Who acts on the answer?

Agree period, unit, organisation and comparison.

Include an explicitly excluded question.

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Ambiguous metrics

Revenue needs a definition.

Ordered, delivered and cancelled are different states.

A label alone is not a calculation.

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Source and permitted access

Know keys, versions and freshness.

Record permitted rows and roles.

Keep unknowns visible.

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The fictional control sample

Cutoff: end of 2 April 2027. Exclude later versions first.

Keep the latest visible version per order_id, then filter March order_date and delivered status.

Keep signed amounts. Show the arithmetic by region and across eligible orders.

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Compare two calculations

Record order IDs and amounts for the independent calculation on D.3.

Compare raw rows, distinct keys, eligible orders and the mean.

Which incorrect filtering order could the original sample fail to reveal?

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Acceptance cases

D.4 / Copy A: compare March before and after the A103 cancellation arrives.

Copy B: A104 has no amount. Which figures remain reportable?

Original: check April to date, West-only access and a question about causes.

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Explanation with boundaries

A number needs its source, period and definition.

A pattern does not establish a cause.

Label hypotheses as next checks.

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A small follow-on scope

One question family and approved sample.

Agree reads and actions separately.

New sources require a scope decision.

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Control and effort

Check reference results independently.

Include correction and expert-review effort.

Measure value under actual conditions.

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Decision and handover

Evidence for Go, Hold or Stop.

Open issues have owners and dates.

Version definition, sample and calculation together.