



How to Track and Measure Your Business Performance with Data in 30 Days

Summary: Unlock the power of data and gain clarity in your business performance with this hands-on, four-session course led by Sarah Nell-Rodriguez, a data education expert with experience at Tableau, Salesforce, and Qlik. This course is designed for small business owners and entrepreneurs who want to take control of their business insights—without feeling overwhelmed by complex analytics.

Over four interactive sessions spread across a month, you'll identify the platforms you use, analyze the data they provide, and build a structured system to track and measure performance. By the end, you'll have a fully functional dashboard tailored to your business, allowing you to confidently make smarter, data-driven decisions.

Topics to be covered:

- **Session 1:** Identify all the platforms your business relies on and inventory available data sources.
- **Session 2:** Analyze each platform's data, learn how to download and store key information, and set up automation to streamline data tracking.
- **Session 3:** Define the most important KPIs for your business and establish a clear framework for measuring success.
- **Session 4:** Build a customized dashboard that brings your key metrics together—so you can monitor trends and make informed decisions regularly.

By the end of this course, you'll have:

- A complete inventory of all the platforms you use and the data they provide.
- A structured system for collecting and tracking key business data.
- A clear understanding of KPIs and which ones matter most for your business.
- A custom-built dashboard to visualize and monitor your business performance.

Prerequisites: None

About your presenter: Sarah Nell-Rodriguez is a data literacy advocate with over a decade of experience in data education. She's helped thousands of individuals and businesses understand and use data to unlock new opportunities. Sarah is passionate about making data accessible and empowering for everyone.

Vitals:

Cost:	\$100 (\$70 CDC members)	Difficulty:	Beginner
Class start time:	9:00am	Computer:	Required
Class Length:	2 hours	Scholarships:	Available
Class size:	35 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC

Parking: Charleston Tech Center Garage