



Data Analysis & Reporting

From a spreadsheet to a verified finding, from a finding to a report leadership will read — and the data that must never enter an AI tool.

تحليل البيانات وإعداد التقارير

من جدول البيانات إلى نتيجة موثقة، ومن النتيجة إلى تقرير تقرأه القيادة — والبيانات التي لا تدخل أدوات الذكاء الاصطناعي أبدًا.

Asking a better question

طرح سؤال أفضل

A good analytical question names four things: **population, period, metric, comparison**.

WEAK	STRONG
Why are people leaving?	Among employees who joined in 2024–25, what is voluntary attrition in the first 12 months, by department, compared with employees who joined in 2022–23?
Is training working?	What share of Grade 4–6 staff completed fewer than 8 training hours in the last 12 months, by department?
How is recruitment?	For vacancies opened in H1 2026, what is the median time from posting to offer, by function, and where does the funnel lose most candidates?

The analysis prompt

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Role: HR analyst.
Context: Attached is an anonymised, synthetic workforce dataset. Columns: [list them]. No individual may be identified.
Task: Answer: [the strong question]. Show your calculation step by step, state the counts behind every percentage, and list any assumption about the data.
Format: A short table, then three sentences of plain-language finding, then one sentence on what the data cannot tell us.
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The verification loop

حلقة التحقق

1. **Spreadsheet first.** Open the data yourself. Know the row count, the columns, the blanks.
 2. **Ask for the calculation, not just the answer.** "Show the counts behind every percentage."
 3. **Check one headline number by hand** in Sheets or Excel — a pivot or a COUNTIFS. If it matches, trust the method; if not, stop.
 4. **Ask what the data cannot tell you.** Correlation is not cause; small groups mislead; missing rows bias everything.
 5. **Keep the method in the appendix.** A number without a method is an opinion.
- افتح البيانات بنفسك أولاً · اطلب الحساب لا النتيجة فقط · تحقق من رقم واحد يدويًا · اسأل عما لا تستطيع البيانات قوله · احتفظ بالطريقة في الملحق.

The one-page leadership brief

إحاطة القيادة في صفحة واحدة

SECTION	WHAT GOES HERE	LENGTH
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Headline	The finding in one sentence a busy executive can repeat.	1 sentence
Why it matters	Cost, risk or opportunity, in numbers where possible.	2 sentences
Three findings	Each with the number and the comparison.	3 bullets
One recommendation	What to do, who owns it, by when.	2 sentences
One risk or caveat	What the data cannot tell us; what would change the conclusion.	1-2 sentences
Appendix	Data source, period, method, row counts, definitions.	As needed

Write it in English and Arabic. Then give it to a hostile reader: which number would the CFO challenge?
Gamma can turn the brief into a visual report in minutes — re-check every number after it generates.

Data privacy: the traffic-light

خصوصية البيانات: الإشارة الثلاثية

Green — may be used in a public AI tool

- Synthetic or fully anonymised, aggregated data
- Published policies, public job postings
- Templates with [placeholders]
- Your own drafts with no personal data

Amber — anonymise and aggregate first

- Internal survey results (remove free-text that identifies)
- Exit-interview notes with names and dates removed
- Headcount and attrition by department (no small groups)
- Meeting notes that mention colleagues by name

Red — never enters a public AI tool

- Anything identifying a person: names with roles, IDs, contact details
- Salaries, bonuses, contracts, bank details
- Health, medical leave, disability, pregnancy
- Performance ratings, disciplinary and grievance records
- Nationality, religion, family status linked to individuals
- Passport, visa and emirates-ID data
- Anything your organisation's policy classifies as confidential

"Public AI tool" means any free or personal account. An organisation-approved, contractually protected deployment is a different question — ask IT and Legal, never assume.

Before pasting anything, ask

- ☐ Could this identify a person, directly or by combination?
- ☐ Would I be comfortable if this text appeared outside the organisation?
- ☐ Is there an anonymised or aggregated version that answers the same question?
- ☐ Does our policy permit this tool for this data?

قبل لصق أي نص: هل يمكن أن يكشف هوية شخص؟ هل أرتاح لو ظهر هذا النص خارج المؤسسة؟ هل توجد نسخة مجهولة الهوية تجيب عن السؤال نفسه؟ هل تسمح سياستنا بهذه الأداة لهذه البيانات؟

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