Definition of Data Literacy

The ability to read, work with, analyze, and argue with data.
**Definition of Data Literacy**

Organization or individual is working to acquire, cultivate, and utilize skills within data literacy.

**Defining Cultivate**

- **ACQUIRE**
- **DEVELOP**
- **IMPROVE**
### Characteristics of a Data Literate Culture

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Data Fluency</td>
<td>Utilize the language, vocabulary, and conversational skills that go along with data literacy</td>
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<tr>
<td>Analytical Skills</td>
<td>Utilize and develop analytical thinking skills, utilizing proper problem solving techniques</td>
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<td>Statistical Methodologies</td>
<td>Data literacy culture utilizes and embraces statistics within the organization</td>
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<tr>
<td>Data Visualizations</td>
<td>Data visualizations help simplify data, enabling various skill-sets to absorb and utilize data</td>
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<tr>
<td>Learning</td>
<td>Establish a consistent learning cadence, studying and learning different areas of data and analytics</td>
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<tr>
<td>Mentoring</td>
<td>Mentoring allows those who have more data literacy skills to pass those skills on to other employees within the organization</td>
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Data Personas – Executive Team & People Leaders

- Work hard to establish the right vision and buy-in
- Empower employees to utilize data more
- Establish the right culture mindset
- Executives establish vision for organization, People Leaders establish vision for teams
Data Personas – Data Scientist & Data Champion

**Data Scientist**

- Crucial role
- Statistical skill-set
- Work well with data
- Mentors within organizations

**Data Champion**

- Eager to learn
- Need to continue to grow data skills
- Grow use of data
- Ensure consistent learning
Data Personas – Data Dreamer & Data Doubter

**Data Dreamer**
- Beginners in the world of data
- Embody essence of data literacy
- Need to establish strong learning cadence
- Need to feed of their desires to learn
- Help them see the “why” behind the data
- Can be a key to grow data literacy
- Help them progress within their skills

**Data Doubter**
- Need to maintain balance with the data doubter
- Help them see the “why” behind the data
- Can be a key to grow data literacy
- Help them progress within their skills
A Culture of Data Literacy

Embrace the data revolution and need for data literacy

Areas to weave data literacy throughout an organization