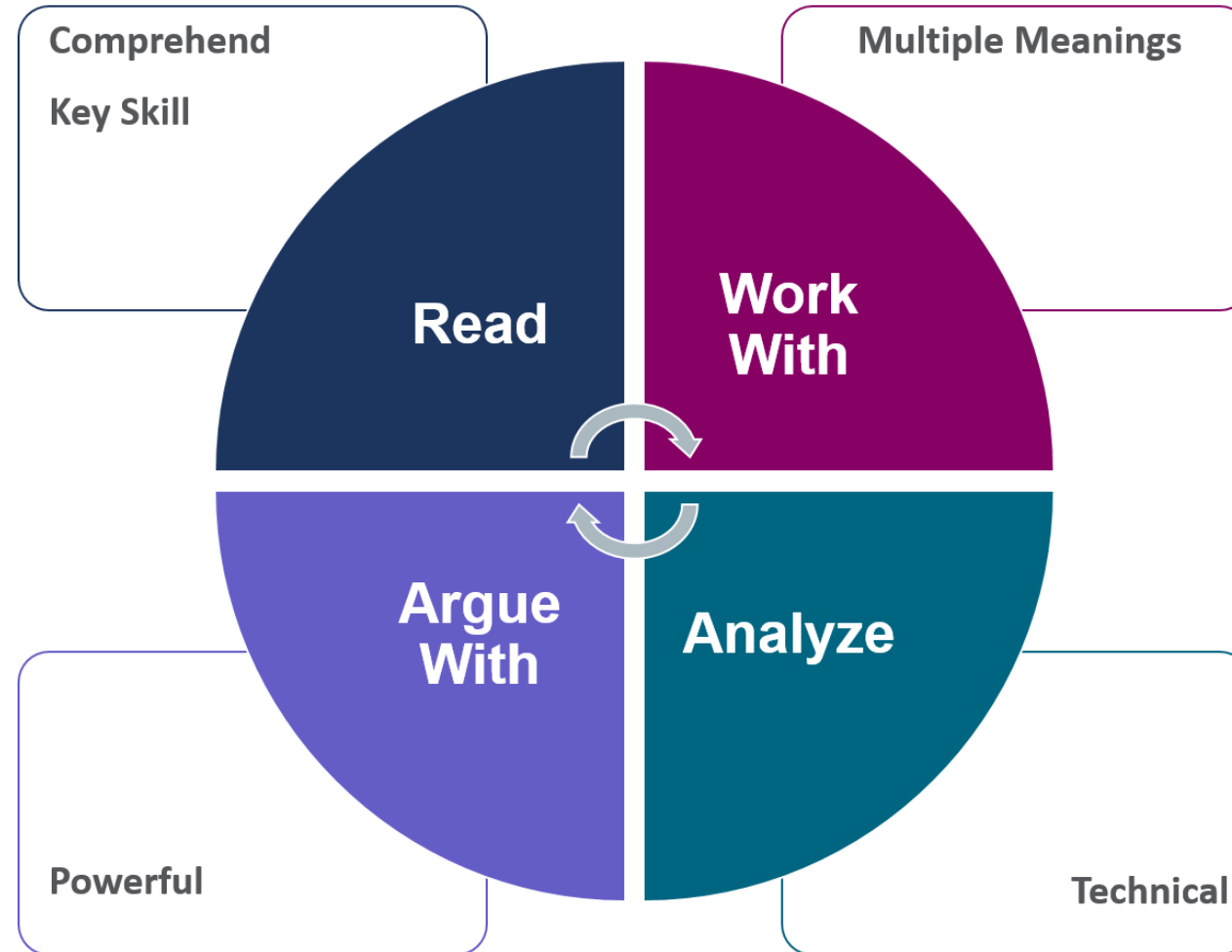


Definition of Data Literacy

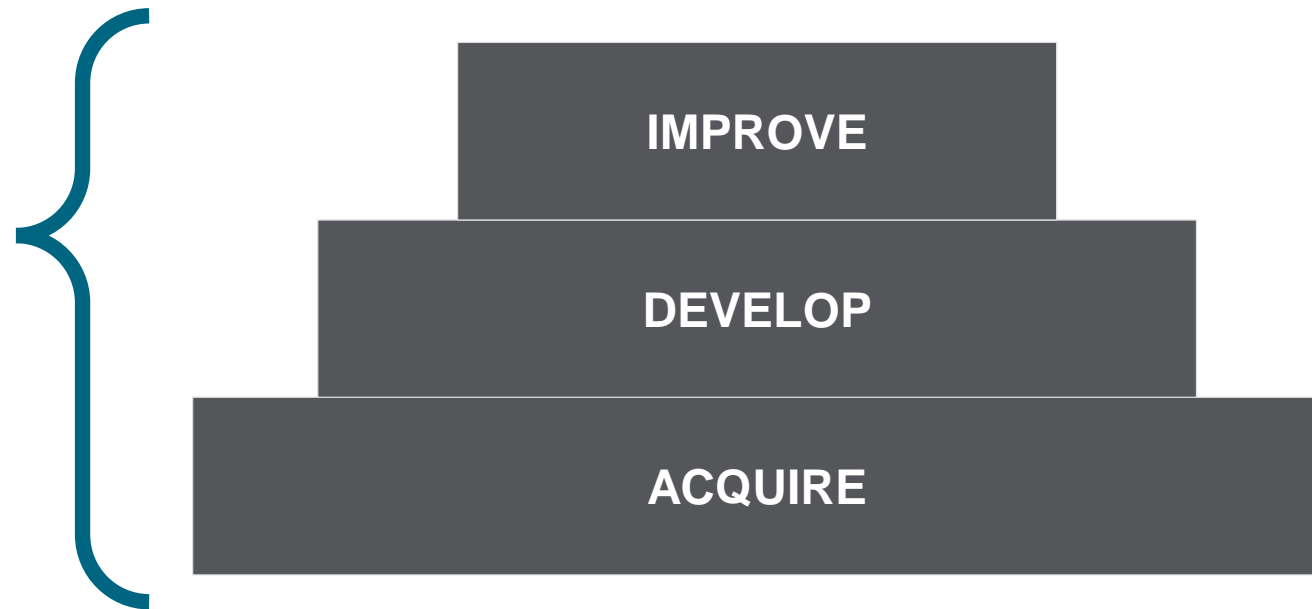
The ability to read, work with, analyze, and argue with data.



Definition of Data Literacy

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

Defining Cultivate



Characteristics of a Data Literate Culture

Data Fluency

Utilize the language, vocabulary, and conversational skills that go along with data literacy

Analytical Skills

Utilize and develop analytical thinking skills, utilizing proper problem solving techniques

Statistical Methodologies

Data literacy culture utilizes and embraces statistics within the organization

Data Visualizations

Data visualizations help simplify data, enabling various skill-sets to absorb and utilize data

Learning

Establish a consistent learning cadence, studying and learning different areas of data and analytics

Mentoring

Mentoring allows those who have more data literacy skills to pass those skills on to other employees within the organization



- 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



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

