

The Rise of Data Literacy

Joe Franklin

Data Science Qlik

Qlik Analytics Day Colombia

Qlik Analytics Day Colombia

Analytics Data

Agenda

- Why Data Literacy?
- Defining Data Literacy
- Data Literacy Program and Adoption





Key questions to ask yourself

Do you **trust your data**? If no, why not?

Are you **asking the right questions** of your data?

Do executives at your organization make **decisions based on “gut feel”?**

Do you have a culture where **employees are comfortable challenging data** with executives?

What is business intelligence?



4 Types of analytics

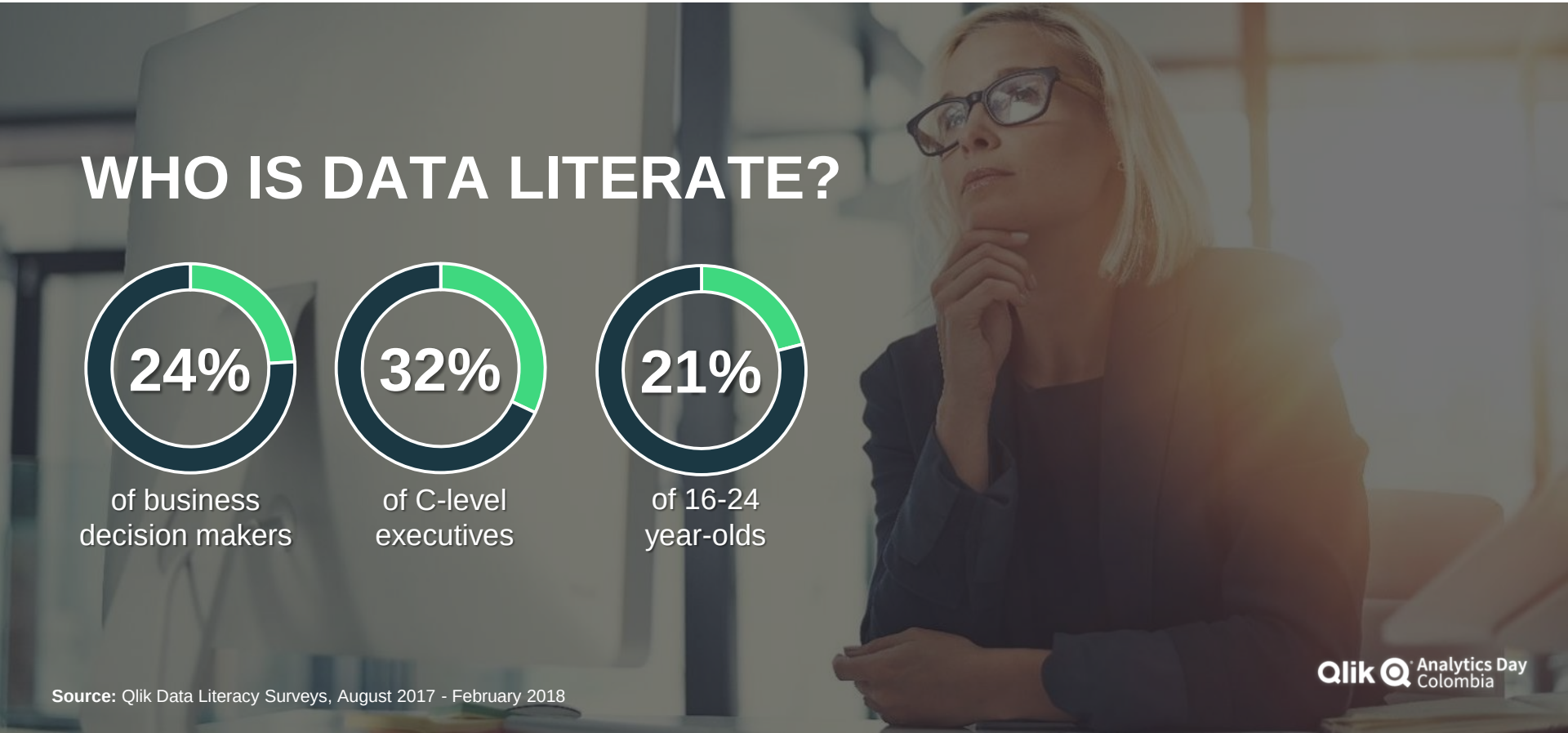


Why this matters

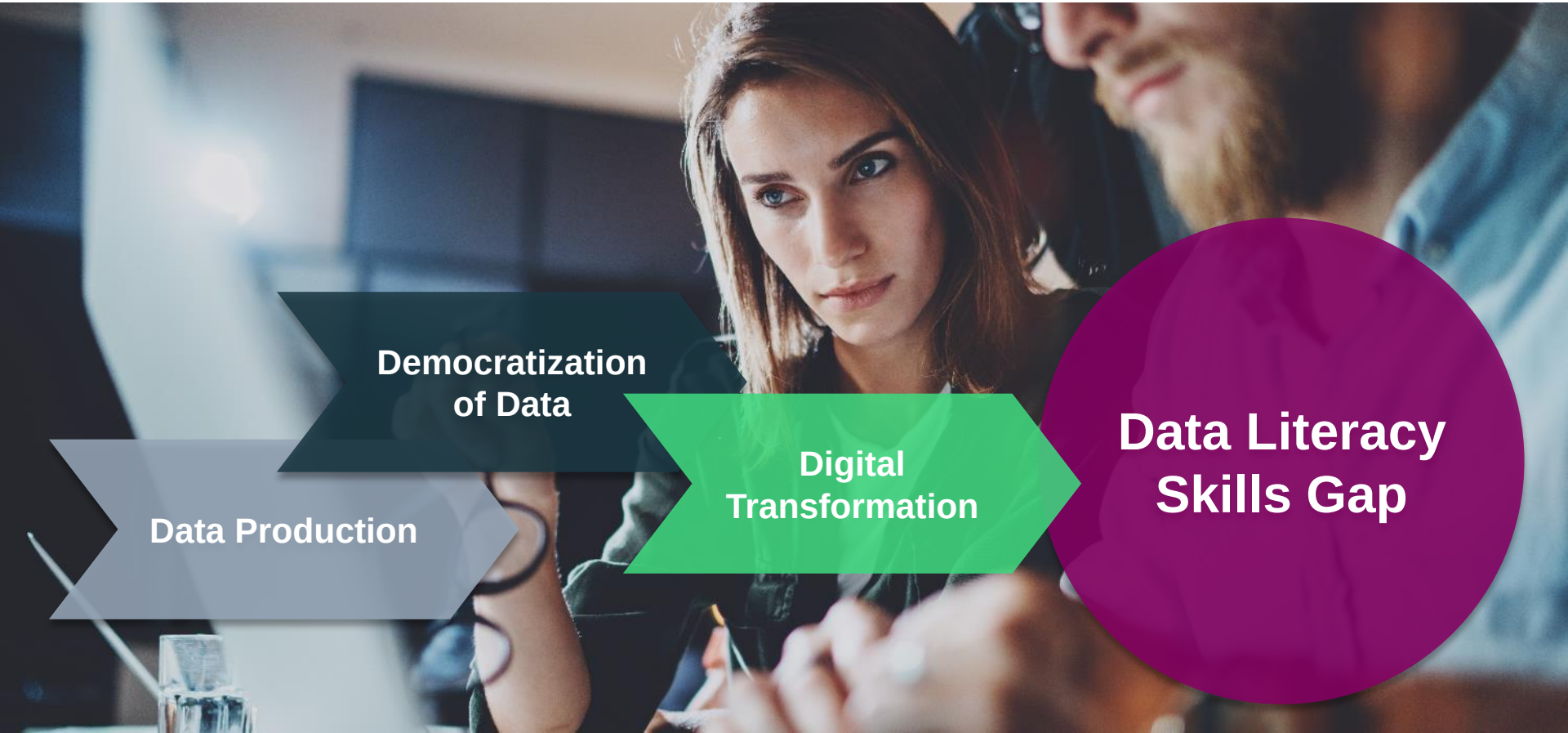


Why Data Literacy?

We’re in a state of illiteracy



Explaining the gap



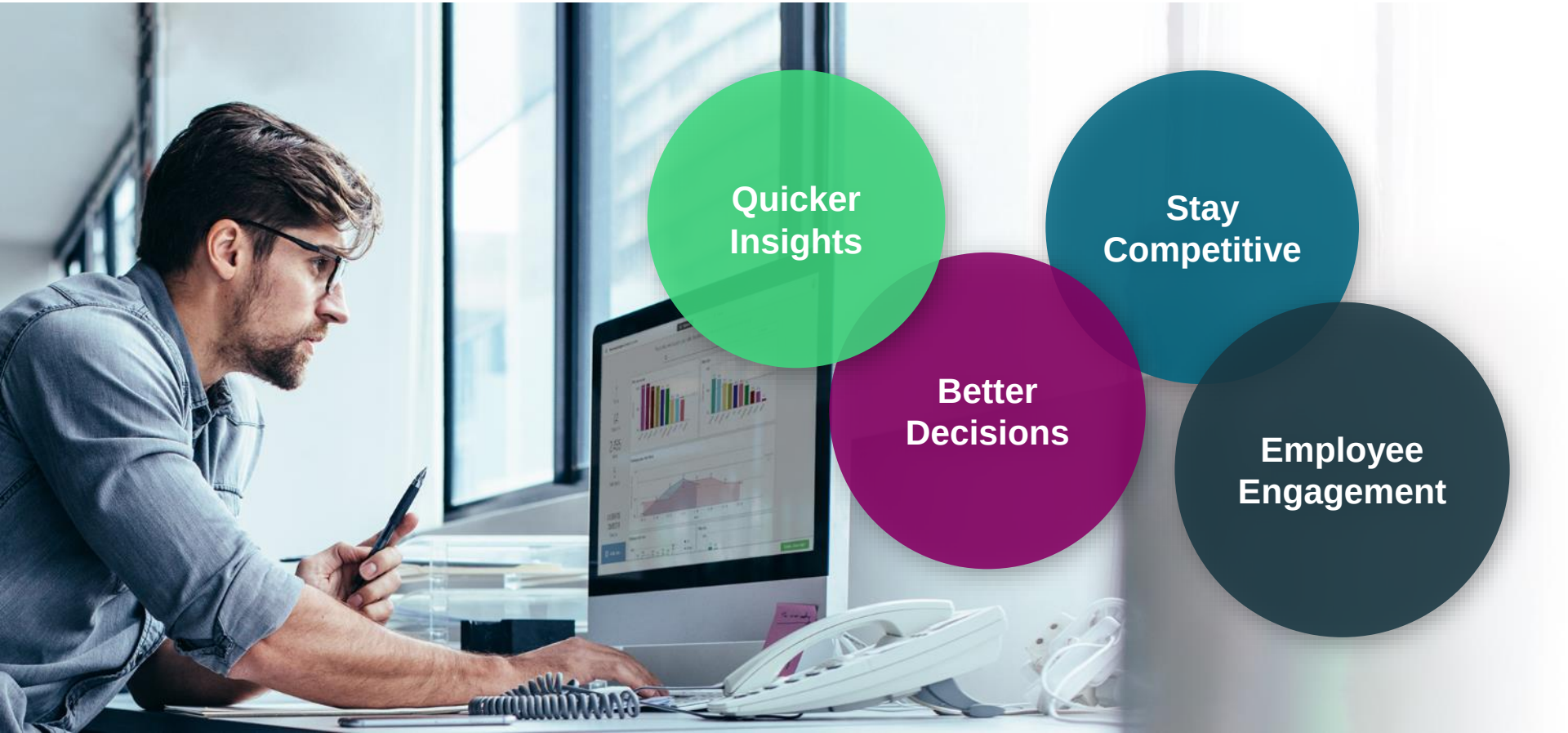
Defining Data Literacy



Defining data literacy



Outcomes of a data literate workforce



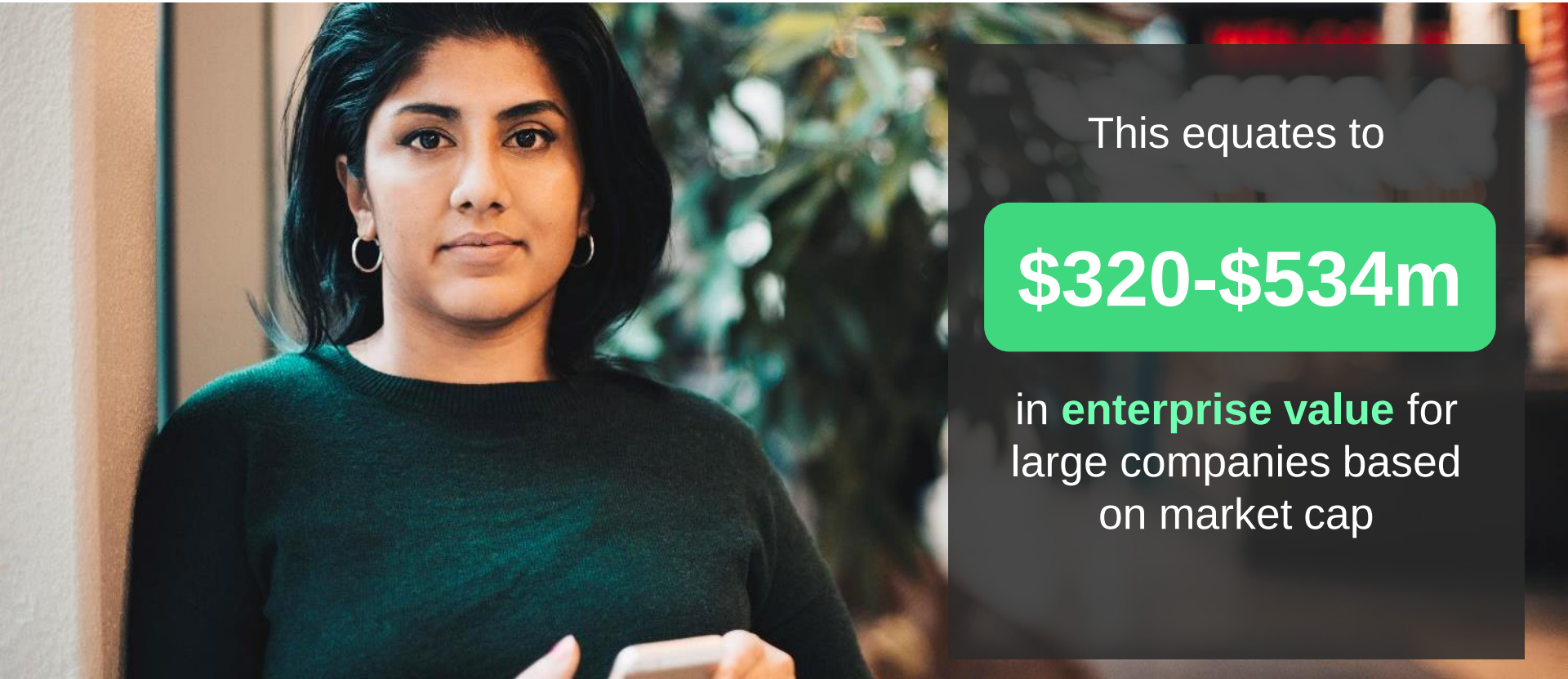
The Data Literacy Index

The link between Data Literacy and corporate performance?



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Data Literacy Adoption & Culture



The role of leadership



Driving success in digital transformation

Adoption Framework



- 6-step approach to developing a data literate workforce
- Strategies and best practices everyone can use
- Detailed learning plans by data persona
- FREE at qlik.com/GetDataLiterate

Characteristics of a data literacy culture

- Data Fluency
- Visualizations
- Analytical Skills
- Learning
- Statistical Methodologies
- Mentoring



Resources

- Read **Our blog** at qlik.com/blog
- Visit www.qlik.com/GetDataLiterate & www.qlik.com/DataLiteracy
- Visit www.thedataliteracyproject.org



Gracias

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