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# Data Literacy – One-Day Course Agenda

## Overview

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In our contemporary data-centric landscape, mastering data literacy is paramount for both you and your team to thrive. The ability to read, analyze, and interpret data is indispensable. According to leading global research firm Gartner, insufficient data literacy ranks as the second most significant internal obstacle to the success of an organization's chief data officer function.

Our intensive one-day course is meticulously crafted to swiftly equip your team with the fundamental skills needed to confidently navigate the language of data. **Learning**

## Outcomes

Upon completing this one-day data literacy course, participants will be able to:

- Understand the significance of the DIKW Pyramid and its role in data analysis.
- Differentiate between intuitive and analytical thinking systems and apply them to decision-making.
- Identify and apply appropriate types of data analysis techniques.
- Visualize data distributions effectively and interpret summary statistics.
- Apply descriptive data analysis techniques through practical exercises.
- Utilize Pivot Tables and Scatter Plots to explore data relationships.
- Conduct exploratory data analysis to uncover patterns and trends.
- Apply predictive data analysis techniques, including time-series analysis and linear regression.
- Determine sample sizes and ensure statistical validity for inferential data analysis.
- Execute prescriptive data analysis to inform decision-making and contribute to organizational success.

By the course's conclusion, your team will possess the essential skills and knowledge to proficiently interpret, analyse, and engage with data. Equipped with these abilities, they will make informed decisions, effectively critique data representations, and actively contribute to your organization's data-driven endeavours, ensuring their success.

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# Data Literacy: How to 'Speak Data'

## One Day Course – Example Agenda



#	Topic
1.	<b>Introduction to Data Literacy</b> <ul style="list-style-type: none"><li>• Overview of the Data Information Knowledge Wisdom (DIKW) Pyramid</li><li>• Understanding the Two Systems of Thinking</li><li>• Overview of Types of Data Analysis and When to Use Them</li></ul>
2.	<b>Descriptive Data Analysis</b> <ul style="list-style-type: none"><li>• Visualizing Data Distributions and Their Importance</li><li>• Using Summary Statistics to Summarize Data</li><li>• Interactive Exercise: Conducting Descriptive Data Analysis on Sample Datasets</li></ul>
3.	<b>Exploratory Data Analysis</b> <ul style="list-style-type: none"><li>• Exploring Data Relationships with Pivot Tables</li><li>• Visualizing Data Relationships with Scatter Plots</li><li>• Interactive Exercise: Conducting Exploratory Data Analysis on Sample Datasets</li></ul>
4.	<b>Predictive Data Analysis</b> <ul style="list-style-type: none"><li>• Introduction to Time-Series Analysis</li><li>• Understanding Linear Regression for Predictive Modelling</li><li>• Interactive Exercise: Conducting Predictive Data Analysis on Sample Datasets</li></ul>
5.	<b>Inferential Data Analysis</b> <ul style="list-style-type: none"><li>• Defining Inferential Data Analysis and Its Applications</li><li>• Determining Sample Size and Ensuring Statistical Validity</li><li>• Interactive Exercise: Calculating Required Sample Size for Inferential Statistics</li></ul>
6.	<b>Prescriptive Data Analysis</b> <ul style="list-style-type: none"><li>• Importance of Prescriptive Data Analysis in Decision Making</li><li>• Practical Strategies for Executing Prescriptive Data Analysis</li><li>• Interactive Exercise: Conducting Prescriptive Data Analysis on Sample Datasets</li></ul>
7.	<b>Summary and close</b>