

# Data Literacy Basics for Everyone - TTDS6022

Get Started with Data! Learn how to analyze, visualize, and convey data insights for smarter, strategic decision-making

**Duration:** 3 Days

**Skill Level:** Introductory

**Available Format:** Instructor-Led Online ; On Public Schedule

**Data Literacy Basics for Everyone** is an engaging three-day, hands-on course that introduces you to the fundamentals of data literacy, tailored for those new to the field. Led by an experienced expert, this course provides a clear, approachable, and professional pathway into the world of data.

## What You'll Learn

### Overview

**Data Literacy Basics for Everyone** is an engaging three-day, hands-on course that introduces you to the fundamentals of data literacy, tailored for those new to the field. Led by an experienced expert, this course provides a clear, approachable, and professional pathway into the world of data. You'll start by understanding the diverse data landscape, learning about qualitative and quantitative data, and exploring the significance of data in modern business contexts. Ethical considerations in data use are also a key focus, ensuring you are prepared to handle data with integrity and awareness.

Throughout the course, you'll develop a thorough understanding of the Four Levels of Analytics, encompassing Descriptive, Diagnostic, Predictive, and Prescriptive Analytics. This journey will equip you with the skills to interpret data, understand trends, and communicate insights effectively. Emphasizing practical applications, the course enhances your skills in data visualization and storytelling, enabling you to present data in compelling and informative ways. The final day brings everything together, teaching

you how to apply your new skills in real-world scenarios. You'll leave the course not only with a foundational understanding of data literacy but also with the ability to apply data-driven strategies effectively in your professional environment, making you a valuable asset in any data-focused role.

## Objectives

Working in a hands-on, interactive learning environment, led by our engaging expert you'll learn:

- Get comfortable with different types of data - learn how to identify and use both qualitative and quantitative data in everyday business situations.
- Understand the story behind the numbers by exploring the Four Levels of Analytics, making sense of what the data is telling you at each stage.
- Dive into the world of data visualization, picking up practical skills to turn complex data into engaging, easy-to-understand visuals.
- Develop your detective skills in data analysis, learning to spot trends, make connections, and draw insightful conclusions from various data sets.
- Boost your ability to share your data findings, honing the art of explaining complex data insights in simple, effective ways to different audiences.

## Audience

This basic level course is ideally suited for beginners and professionals in various fields who are looking to build a foundational understanding of data literacy, either to apply to their day to day practices, or to begin their journey in advanced data studies. It is perfect for those in roles such as business analysts, marketing professionals, small business owners, and anyone eager to enhance their decision-making and strategic skills through the use of data.

## Pre-Requisites

Prior experience working with data is not required, however you should possess the following incoming skills to get the most out of the course:

- Basic computer proficiency, including familiarity with standard office software like spreadsheets and presentation tools.
- Fundamental analytical thinking skills, such as the ability to identify patterns, compare information, and understand logical connections.

- A basic understanding of business operations and processes, which will aid in contextualizing data within real-world scenarios.

**Next Steps / Follow-on Courses:** We offer a wide variety of follow-on courses and learning paths for analytics, data science, business intelligence, Python and R programming, AI, machine learning, deep learning, programming, intelligent automation and many other related topics. Please see our catalog for the current **Data Science & Analytics Machine Learning Courses & Skills Journeys** list courses and programs.

## Agenda

*Please note that this topics, agenda and labs are subject to change, and may adjust during live delivery based on audience skill level, interests and participation.*

### Day 1: Getting Started with Data

#### The World of Data

- Understanding Data Landscape
- Types of Data: Qualitative & Quantitative
- The Role of Data in Modern Businesses
- Ethical Considerations in Data Use

#### The Four Levels of Analytics

- Descriptive Analytics: Understanding What Happened
- Diagnostic Analytics: Exploring Why It Happened
- Predictive Analytics: Anticipating Future Trends
- Prescriptive Analytics: Making Data-Driven Decisions

### Day 2: Deep Dive into Data Analytics and Literacy

#### Defining Data Literacy

- Components of Data Literacy

- Developing a Data Literate Mindset
- Barriers to Data Literacy and How to Overcome Them
- Case Studies: Data Literacy in Action

### **The Data Literacy Umbrella**

- Key Skills in Data Literacy
- Data Visualization Techniques
- Storytelling with Data
- Critical Thinking in Data Analysis

### **Reading and Speaking the Language of Data**

- Data Interpretation Skills
- Communicating Data Insights
- Data Visualization Tools and Techniques
- Best Practices in Data Presentation

## **Day 3: Strategy, Decision Making, and Practical Applications**

### **Combining Data Literacy and the Four Levels of Analytics**

- Integrating Literacy with Analytical Methods
- Case Studies: Successful Integration in Businesses
- Workshop: Applying Analytics in Real-World Scenarios
- Discussion: Overcoming Challenges in Integration

### **Data-Informed Decision Making**

- Principles of Data-Driven Decision Making
- Balancing Data Insights with Business Acumen
- Tools for Effective Decision Making
- Workshop: Real-World Decision Making Scenarios

## Data Literacy and Data and Analytical Strategy

- Formulating a Data Strategy
- Aligning Data Analytics with Business Goals
- Emerging Trends in Data and Analytics
- Group Activity: Developing a Data Strategy Plan

## Follow On Courses

TTDTAB010      Getting Started with Tableau Prep

## Related Courses

TTDTAB010	Getting Started with Tableau Prep
TTDS6000	Data Science & Big Data Overview: Tools, Tech & Modern Roles in the Data-Driven Enterprise
TTDS6025	Applied Data Literacy Boot Camp

All applicable course software, digital courseware files or course notes, labs, data sets and solutions, live coaching support channels, CodeCoach.AI anytime tutor access, and rich extended learning and post training resources are provided for you in our “easy access, single source, no install required” online **Learning Experience Platform (LXP)**, remote lab and content environment. Access periods vary by course. We’ll collaborate with you to ensure your team is set up and ready to go well in advance of the class. Please inquire about set up details and options for your specific course of interest.

## For More Information

Please [contact us](#) or call 844-475-4559 toll free for more information about our training services (instructor-led, self-paced or blended), coaching and mentoring services, public course enrollment or questions, partner programs, courseware licensing options and more.