
Data Literacy – One Day Course Agenda

Overview

More than ever it's important that you and your team have the ability to read, work with, analyse, and argue constructively with data. In fact, global research firm Gartner ranks poor data literacy as the second-biggest internal roadblock to the success of the function of an organisation's chief data officer.

This one day course brings your team up to speed with the foundational elements of 'speaking data', from reading graphs and charts, understanding "mean" and "causation" and other commonly used terms, to recognising common pitfalls of data displays and being able to challenge them effectively.

Learning Outcomes

At the end of this course delegates should be able to:

- Define data literacy and establish why users should be data literate
 - Understand:
 - The terms; "Business Intelligence", "Data and Analytics", "Data Warehousing", "Data Lake"
 - Types of reporting (operational, tactical and strategic)
 - The importance of data governance
 - Common components of a modern data platform
 - Dimensional modelling basics including the basic types of "facts" and "dimensions"
 - mean, mode and median
 - distribution types, quartiles and percentiles
 - relationships, correlation and causation
 - common time series
 - Recognise misleading charts and challenge them effectively
 - Know the differing types of analysis
 - Identify
 - common patterns and trends
 - outliers (and know how to treat them)
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#	Topic
1.	Overview of Data Literacy <ul style="list-style-type: none">• Common Pitfalls• Terminology• Types of Reporting• Data Governance overview• Types of Analysis
2.	Data Platform Basics <ul style="list-style-type: none">• Common Components• Dimensional Modelling Overview
3.	Descriptive Analysis <ul style="list-style-type: none">• Measures of Frequency• Measures of Centre• Measures of Spread• Measures of Position
4.	Relationships between variables <ul style="list-style-type: none">• Visualising relationships with scatter plots• Correlation vs causation
5.	Time Series Analysis <ul style="list-style-type: none">• Common patterns• Adjusting for seasonal effects• Understanding exponential growth
6.	Traps: When summary stats mislead! <ul style="list-style-type: none">• Treating highly skewed data• Treating missing values• Detecting and treating outliers
7.	Summary and close