

## IMPORTANCE OF DATALITERACY

#### IN AN ORGANIZATION

Why Speaking the Language of Data in the Digital Age Matters



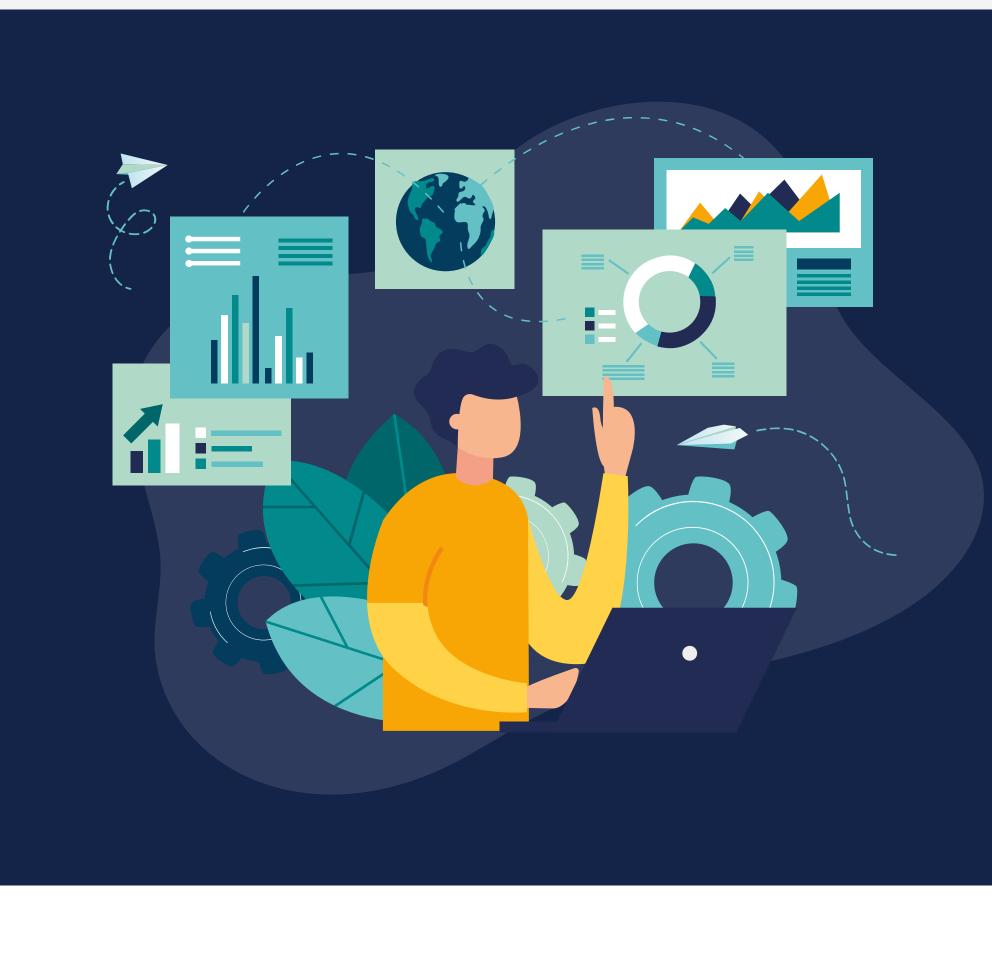
**Data Literacy is the ability to read, write and communicate data in context,** including an understanding of data sources and constructs, analytical methods and techniques applied.

# Why Is Data Literacy Important?









"By 2023, data literacy will become an explicit and necessary driver of business value, demonstrated by its formal inclusion in over 80% of data and analytics strategies and change management programs" - Gartner

# Building a data-driven organization and understanding what to do with

Role of Data Literacy

data is key to achieving a digital-first transformation.

Improved data literacy leads to better -

**Engagement with** 

**Information Security** 

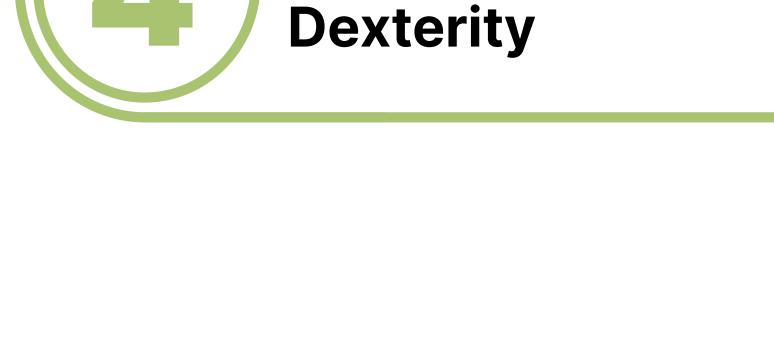


**Data Analytics** 

**Improving Digital** 









**Practices** 



# Data Literacy in an Organization

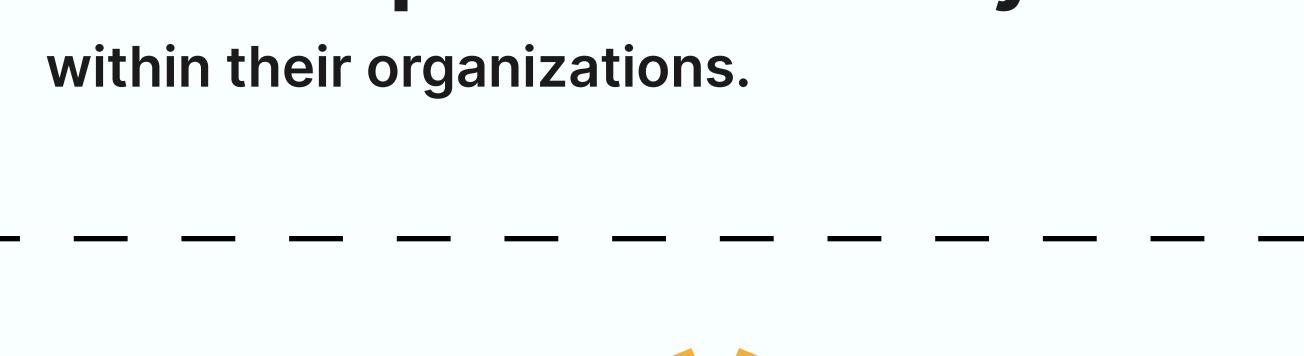
5 Ways to Improve



#### Leaders must clearly grasp the scope of the digital literacy challenges they face within their organizations, motivate behind

literacy gaps. Senior Management need to assign clear ownership for data literacy initiatives within their organizations.

efforts, and lead the change to bridge any data





#### Organizations must provide employees with purposeful training and guidance so

they can make the most of software tools

where employees at all levels have the

**Company Culture** 

- available. Businesses should focus on the development of a company culture
- responsibility and understanding to leverage data.



organization looking to achieve data literacy.

#### The organization will also need to thoroughly consider how to build infrastructure that allows employees to easily access, adopt and engage with all the necessary data and tools.

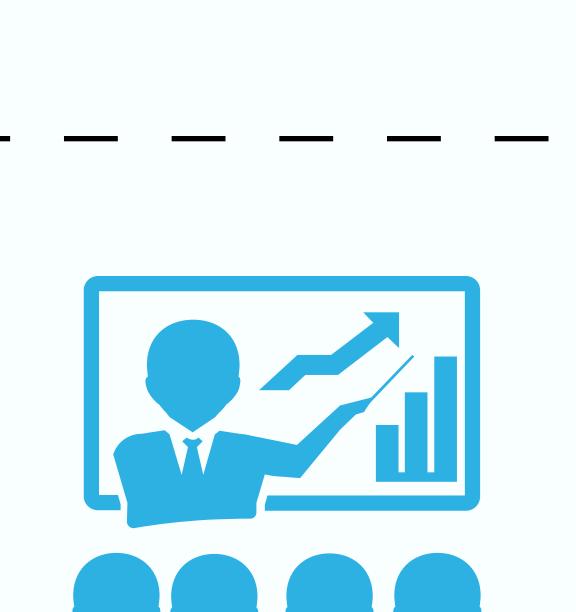
### Measure Success in a Data-Driven Workforce

- **USEC** by data science teams, marketing & merchandising teams and even store-level sales staff.
- need to be measured. By sharing measurable success

Results of data literacy initiatives will also

Data for decision-making should be

stories internally, leaders can encourage employees to attain their own data-driven achievements.



Implement and Encourage

**Employee Training** 

# This is the most important step. Organizations can:

Encourage open dialogue about data interpretation.

establish internal data centers of excellence that promote collaboration and learning.

Set up cross-functional teams and

- Make third-party resources and learning modules/courses available to employees. Identify change agents internally
- or recruit such individuals to help implement internal data literacy capabilities.
- Strategically partner with third-party service providers that specialize in data analytics and data engineering.

Latent View Analytics is a change partner that helps your organization build data

To know more, mail us at marketing@latentview.com

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analytics capabilities. We, as a data-literate partner firm, also bring much-needed

expertise and encourage cross-pollination of analytical frameworks.

Sources: ^Gartner Trend Insight Report, Forbes, Accenture Survey

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