

# "The Future is Data Literacy: Why Data Science is for Everyone?"



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# What is Data Science?

## Definition

Data Science refers to the study of extracting useful information from data using scientific principles and analytics techniques for decision making, strategic planning and other purposes.

It is a combination of several statistics and computer techniques to turn data into information. It incorporates methods from various fields to collect and analyze data then generate insights to make decisions.

Businesses utilize data science to create new products and services, or improve efficiency within their organizations.

## DID YOU KNOW?

It seems that understanding data has been a task assigned only to data scientists.

**25%**

Employees believe they are completely prepared to use data effectively

**24%**

Business decision-makers are confident in their capacity to use data.

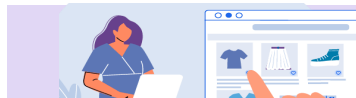
## Uses

Data Science aids in decision-making and achieving goals and is continuously being used in a wide variety of sectors including:

**Healthcare**



**E-Commerce**



**Transport**



**Logistics**



**Security**



**Finance**



**Marketing**



**Sales**



# What is Data Literacy?

## Definition

Data literacy is the ability to read, understand, analyze, and communicate data to others.

It's a...

### SKILL

that enables workers at all levels to effectively communicate,

### STRATEGY

that can be used by any organization in building loyalty and professional growth.

### Instrument for SUCCESS

as data-driven organizations make informed decisions that lead them to accomplishing their goals

## DID YOU KNOW?

According to the Gartner Annual Chief Data Officer Survey, a lack of data literacy is the second-biggest internal barrier to the success of the CDO's office.

## Importance



Increases the effectiveness of communication with technical teams thus increasing efficiency



Increases competitive advantage of your organization in overcoming challenges and making long-term plans



Improves performance of employees – individually and collectively



Increases the value of your organization



# How to Improve Data Literacy in your Organization?

## 1 START WITH BUSINESS LEADERS

Improving Data Literacy in an organization requires a cultural shift where business leaders are key players. Employees will take direction and be inspired from leaders who are committed to data literacy and provide data insights.



## 2 PROVIDE TRAINING PROGRAMS

A successful training program will help hone their skills. In addition, team training courses can improve collaborative workflows.



## 3 MOTIVATE EMPLOYEES

A supportive community can boost employees morale and confidence in data literacy. Data experts in the organization can also provide help specific projects or brainstorm various ways to solve them. Another option is by rewarding employees or giving incentives.