

**Data Literacy**

**Course Number:** DATA-100  
**Duration:** 2 days

**Overview**

This Data Literacy training course teaches attendees how to effectively navigate data to ask the right questions and define the right metrics with a focus on interpretation, context, and communication. Participants optionally work with their own data (or can work with data we provide) to make improvements and create more impactful data-driven narratives.

**Prerequisites**

All students should have prior experience working with corporate reporting.

**Materials**

All Data Literacy training attendees receive comprehensive courseware.

**Software Needed on Each Student PC**

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* Microsoft Excel 2016 or later
* Internet access
* Related data and lab files that Accelebrate would provide

**Objectives**

* Ask questions to get the right context for any analysis
* Determine which metrics are important
* Analyze and visualize metrics appropriately
* Identify common pitfalls of data analysis and visualization
* Apply best practices of data visualization and storytelling
* Communicate insights in a clear, simple way that tells a story to drive action

**Outline**

* Introduction
* What keeps the CEO up at night
* Obtaining Context
  + Focus on the why
  + Challenging assumptions
  + Identifying key metrics
  + Tying back to measurable business impacts
* Exploratory vs. Explanatory Analysis
  + Digging deeper in your data to find key insights
    - Finding meaning in the noise
    - Summary statistics vs disaggregated exploration
  + Identifying the appropriate audience and how best to communicate to them
    - Best practices of data visualization
    - Common pitfalls of analysis and visualization
* Using the 5 Types of Analyses
* Interpreting Charts in Context
* Interpreting Summary Statistics
* How to Make Your Work Present Itself When You Aren’t There to Explain It
* How to Present Your Analysis to Different Types of Audiences
* Conclusion