Bridging the Communications Gap with Data Literacy

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Do you feel your team/organization has the necessary **data literacy** to address the challenges you face in 2021 and beyond?

1. Yes, everyone is data literate in my team/organization!
2. Yes, but there are some skills gap we need to address
3. No and it negatively impacts our performance
4. No, but it doesn’t negatively impacts our performance
Marc Wintjen

Risk Analytics Architect
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- Author with 20+ years professional experience
- Big Data, BI and Traditional SQL and Data Lakes
- Qlik Luminary and Data Literacy Evangelist

Connect with Marc on LinkedIn

Opinions in this presentation are my own.
Summary

The true **business value** of data comes from understanding how to answer questions before it’s delivered. Once the data is accessible, what techniques are used to visualize data to help **tell a story**?

The talk will share how data literacy has helped business users ask richer and more complex questions by blending of data throughout the organization. The power of governed data democratization, analytics upskilling and self service best practices will be shared so anyone can make **data driven decisions**.

I wrap up sharing how data literacy has adopted with corporate culture to improves communication and **empowers people** throughout the organization.
Why Data Visualization is important
Art + Science
How to ask the right questions about your data?

Evolution of Data Analysis

Understanding Data Types

Understanding Data Flow

It’s all about the Data Model

Chart Chooser

- Less is More – the Data should tell a story
- Reuse of code is encouraged
- Avoid the clutter and Christmas tree charts
- Stephen Few, Alberto Cairo and Edward Tufte Best Practices

Chart Chooser – Pie

- Composition Type
- Single Dimension and Measure
- Best for few values

Chart Chooser – Line

- Comparison Type
- Single or two Dimensions and Single Measure
- Best for trends over time

Chart Chooser – Bar

- Comparison or Distribution Type
- One or two Dimensions and One Measure
- Versatile + Best for Top 5 sorted and horizontal

Visualizing your data (Data Viz)
Data Visualization – Insights

- Total Properties: 49,351
- Average Price: $3,830
- Average Days: 90

Distribution by Feature - Size = # of Properties that match that feature, Colored by Avg Price for 1,263 Features
Data Democratization

■ Don’t try to force change in corporate culture

■ Analytics Center of Excellence (CoE)

■ Office Hours, hackathons and tech talks to upskill
Data for Good

- Challenges and opportunities working with nonprofits
- Examples and impacts
- Lessons learned

- DataCamp Donates

Source
What questions can I answer for you?

Additional Resources

- Connect with Marc on LinkedIn
- WHITE PAPER: Your Organization’s Guide to Data Maturity
- Register for one of our upcoming webinars
- Learn more about DataCamp for Business
- ON-DEMAND: Storytelling for more impactful data science
- ON-DEMAND: How Data Governance Enables Scalable Data Science
How DataCamp builds and sustains data literacy

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Thank you
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