



**DATA**

Literacy. Strategy.



# Agenda

1

Data strategy update

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2

Guidance framework for our data strategy

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3

What's next?





# What is **Data Literacy**?

The ability to read, write + communicate data **in context**

## **SPEAK DATA**

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Understanding of

- .data sources + constructs
- .analytical methods + techniques
- .ability to describe use case + resulting value

**Data Literacy** IS a core component of any **healthy** business.





# What is **Information Literacy**?

The ability to know **when** there is a need for information

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To be able to

+ identify

+ locate

+ evaluate

+ effectively **use** that information to **answer** questions

*Informally...do you speak data?*






# What is **DATA STRATEGY**?

**Strategy** is best defined as  
**How we succeed**

**Data strategy** is best defined as  
**How we succeed with data**

As organizations become *more* data-driven, *poor data literacy* will become an **inhibitor** to growth.



A photograph of a paved area with a metal grate and a red traffic cone, overlaid with a teal text box. The text box contains the following text:

Poor data literacy is ranked as the second-biggest internal roadblock to the success of the office of the chief data officer.

-Gartner Annual Chief Data Officer Survey

# KEY CHALLENGES

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Poor data literacy is the **SECOND** highest *inhibitor to progress*



## POOR DATA LITERACY

Develop data as a second language throughout the organization



## LANGUAGE BARRIER

Speak the same speak  
What does a "sale" mean?



## EDUCATION + ADOPTION

Create workshops and provide ample training  
Top down initiatives



## RIGHT TECHNOLOGY

Invest in the right tools + technology for a data-driven culture



"80%

of organizations will **initiate** deliberate competency development in the field of **data literacy**, *acknowledging their extreme deficiency.*"

-Alan D. Duncan, Vice President at Gartner

“The **more empowered** employees are to *read, write, analyze and argue* with **data**, the more they will be able to **contribute** to their roles + the future of their organizations.”

Data Strategist and Best-Selling Author, Bernard Marr

94%

of people using data in their current role agree that data helps them do their job better.

82%

believe that greater data savviness would give them more credibility in the workplace

78%

would be willing to invest more time + energy into improving their data skillsets if given the chance

# Manual + Costly Expense Budget

Many manual hours were spent every month finalizing the budget...



## MANUAL

Many updates were required



## COST

Valuable time was spent on the budget process



## COMPLICATED FORMAT

Took many hours to properly format the data



## PROCESS

Many manual steps had to be completed every month



# Shiny User-Friendly Budget Tool

The data team (Kim) created a R shiny Budget application + user friendly-inputs that save **time + money!**



## TIME-SAVER

- + Enabled quick budget updates
- + User-friendly tool
- + Stored in warehouse



## INSIGHTFUL

- + Data feeds Tableau dashboard
- + Easily distributed among teams



## ACCURATE

- + Reduced manual work
- + Freed up time
- + Automation

*According to Gartner, the bulk of a manager's workload--manual tasks, forms, updating information and approving workflows--are going to go away.*



# Data Literacy for a Digital Society

Data literacy is a **two-way** communication dynamic – **writing/speaking** + **reading/understanding**



## LEARN

- + Cultivate Information as a Second Language (ISL)
- + Base vocabulary
- + Domain "dialects"



## EXPLORE

- + Drive improvements
- + Identify language gaps
- + Training & development



## ENGAGE

- + Change the way you interact
- + Speak data
- + Leading by example

*being* data literate – is the *new* organizational readiness factor





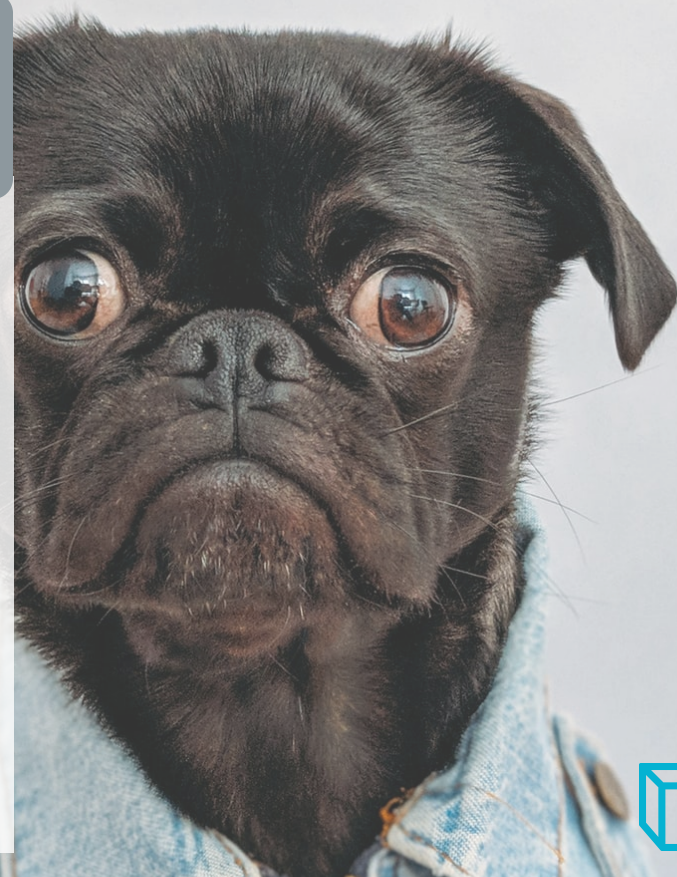
# Speed Data-ing

## Round #2

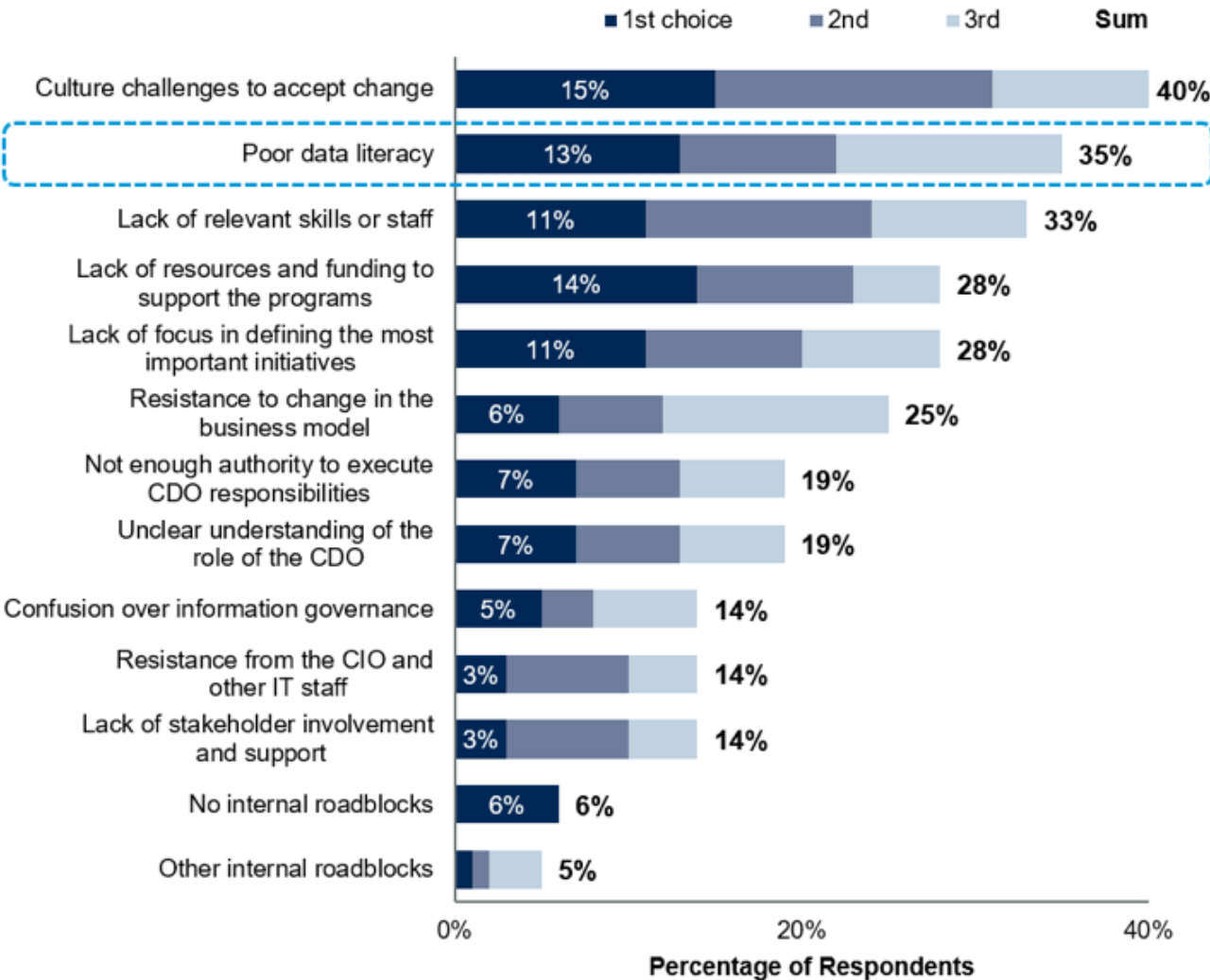
What KPI or report do you wish you had **access** to?

Write it down

Explain to each other why



# Gartner's Third CDO Survey: Internal Roadblocks



**Internal Roadblocks to Success**



**50%**

of organizations lack **sufficient**  
artificial intelligence (AI)  
+ data literacy skills  
to *achieve* **business value.**

-Gartner Annual Chief Data Officer Survey

# Data Strategy

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Our **greatest *successes*** will come from utilizing data + analytics to



## INFORM

Every decision



## GUIDE

Every interaction



## DRIVE

Every process

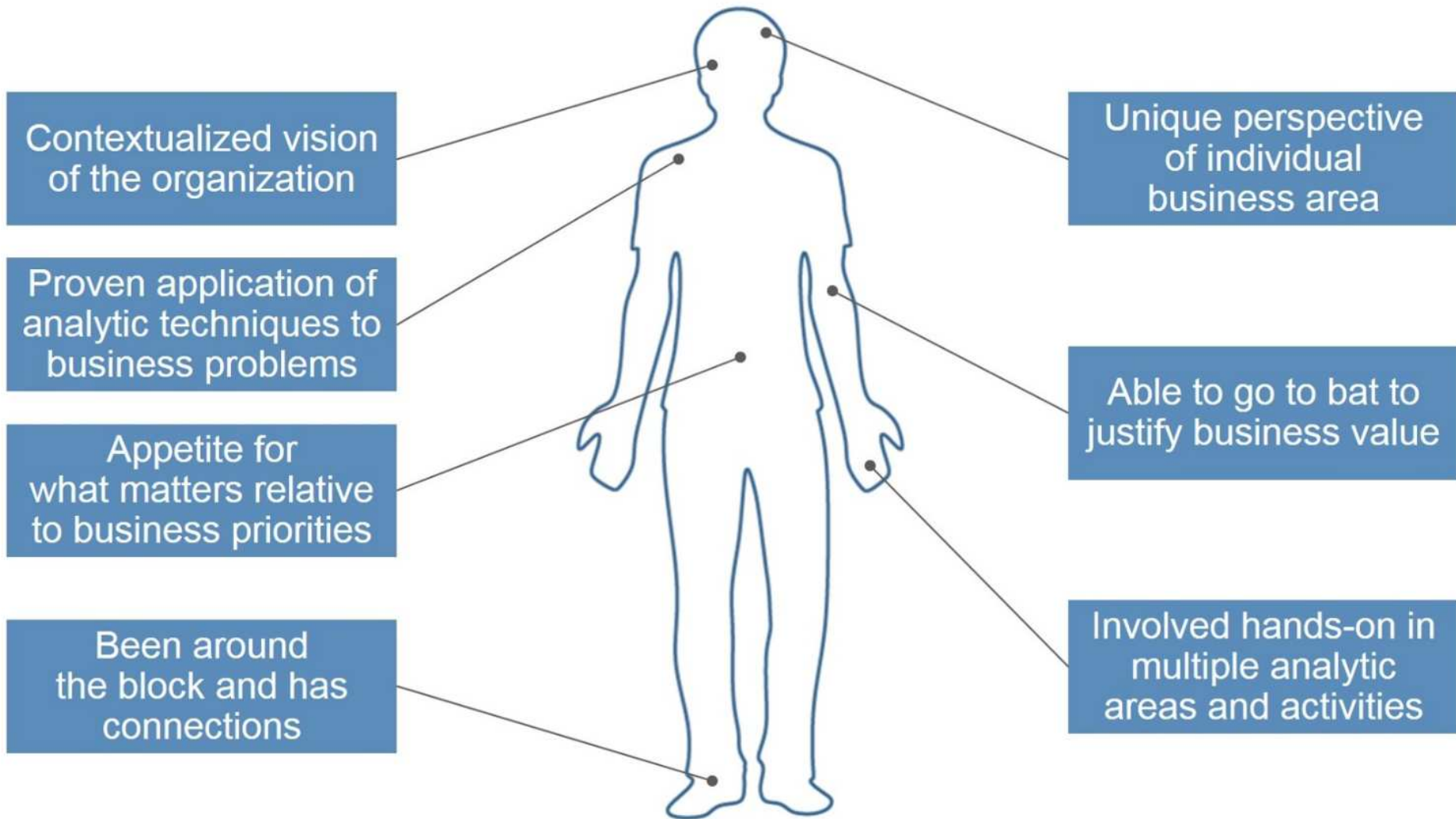


## ENSURE

Optimal outcomes



# Traits of a Citizen Data Scientist



# How do we succeed with a Data Strategy?

Data literacy is a **two-way** communication dynamic – **writing/speaking** + **reading/understanding**



## LEADERSHIP

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- + Build **alignment**
- + **Identify** metrics
- + Run on **data-driven** decisions



## INVESTMENT

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- + Training programs
- + Share knowledge
- + Right **tools**



## CULTURE

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- + Transformational change
- + Data as an **asset**
- + Data as a basic utility



## PEOPLE (YOU)

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- + Data to enhance decision making
- + Become a **citizen** data scientist

*Data impacts **EVERYONE** every day*



DATA Map



THANK YOU

Data is life

I will be sharing the  
+ presentation

+ Data Team Services portfolio  
+ Pet Data Layout of the Land

CLOUD (PUBLIC)

GOOGLE  
ANALYTICS

GOOGLE  
AD WORDS

STREET VIEW

DATABASES

BLOODSTOCK

ACCOUNTING

Sales

PERSONAL / COMPANY

DATA LAB

DATA ROBOT

R STUDIO  
(SHINY)

POWER BI

CLOUDBERA

PRIVATE CLOUD

WAREHOUSE