

# DATA LITERACY FUNDAMENTALS

A comprehensive introduction to the basics of data management

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## Course Information

Data Literacy Fundamentals is designed for individuals who are new to the field of data literacy, as well as those who have some experience but want to gain a deeper understanding of the basics. The course is designed to provide a comprehensive introduction to the basics of data literacy, which is a set of knowledge and skills that enables individuals to understand, work with, and communicate data in a meaningful way. Throughout the course, participants will gain a deep understanding of data literacy and its importance in today's business world and will learn to understand data concepts and terminology.

Participants will also have the opportunity to work with real-world data in a case study, which will give them hands-on experience applying data literacy concepts and techniques to a real-world scenario. By the end of this course, participants will have a strong understanding of data literacy and will be well-prepared to use data to make informed decisions. They will have the necessary skills and knowledge to collect, manage, analyze, and visualize data and will be able to communicate data insights effectively. Additionally, they will be familiar with best practices for data ethics and privacy and will have an understanding of the importance of these topics in today's business world.

Modules during this course:

1. The Importance of Data Literacy
2. Fundamental Data Concepts
3. Understanding Data Sets
4. Data Visualization
5. Storytelling with Data
6. Data Ethics

## Summary

**Certificate:**

Data Literacy Fundamentals

**Course Format:**

Classroom, Virtual or Self-Paced

**Course Duration:**

Classroom: 2 days

Virtual: 3 days (2x2-hours a day)

## Exam Format

- 60 minute duration
- Multiple choice
- 40 questions
- 29 marks (65%) required to pass
- Closed-book
- Pre-Requisite: None



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## Target Audience

The Data Literacy Fundamentals course is an introductory course for individuals that don't have a technical background. The target audience for the Data Literacy Fundamentals course includes:

- Non-technical professionals who work with data in their daily tasks, such as business analysts, marketers, salespeople, and managers.
- Individuals who want to expand their data literacy and knowledge to improve their career opportunities.
- Anyone who wants to develop a basic understanding of data literacy and improve their data-driven decision-making skills.



## Learning Objectives

- Understanding of basic data concepts and terminology, such as data types, data structures, and data quality
- Ability to read and interpret data visualizations and reports
- Familiarity with basic data analysis techniques, such as descriptive statistics and data grouping
- Knowledge of data governance and data privacy best practices
- Understanding of how data is used in decision-making and problem-solving
- Ability to communicate data findings to non-technical stakeholders
- Knowledge of the different data sources and how to access them
- Understanding of data ethics and its importance
- Familiarity with data tools and technologies, such as spreadsheets and data visualization software
- Understanding of data management and data governance and their importance for data literacy

**90% of the world's data was created in just the last two years.**

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