

# DATA LITERACY FUNDAMENTALS

2-day course

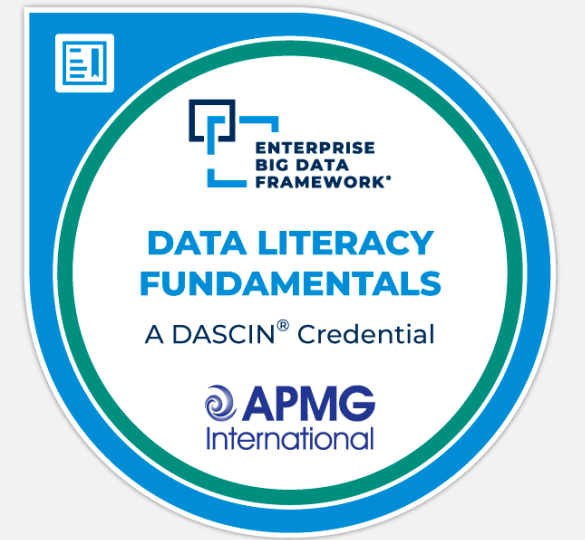
## EXAM DETAILS

PASSING MARK

FORMAT

26 OUT OF 40

MULTIPLE CHOICE



## BUILD A STRONG FOUNDATION IN DATA LITERACY

As organizations rely on data to drive decisions, data literacy has become a critical skill for professionals in every industry. The Data Literacy Fundamentals (DLF®) Certification, part of the DASCIN® Enterprise Big Data Framework, equips professionals with the foundational skills needed to interpret and use data effectively.

This globally recognized credential introduces core data literacy concepts, including data interpretation, data-driven decision-making, visualization, governance, and ethical considerations. Designed for professionals across all industries, the DLF® Certification empowers individuals to work confidently with data, enhancing their ability to drive business efficiency, innovation, and competitiveness.

With no prerequisites required, this certification is accessible to anyone looking to build data confidence, make informed decisions, and thrive in an increasingly data-centric world.

## SYLLABUS SCOPE

The Data Literacy Fundamentals Certification provides a strong foundation in data literacy, covering key areas such as understanding basic data concepts, including data types, structures, and quality principles, as well as data visualization and reporting techniques for extracting insights from dashboards and business reports. Participants will gain hands-on experience with basic data analysis methods, such as descriptive statistics and pattern identification, while also exploring critical topics like data governance, privacy, and ethical considerations.

The syllabus emphasizes the role of data-driven decision-making in business strategies and equips learners with skills to effectively communicate data findings to both technical and non-technical audiences. Additionally, candidates will gain familiarity with various data sources, common data tools, and best practices in data management and governance, ensuring they can confidently navigate data environments and contribute to their organizations' data-driven initiatives.

## FORMAT

Instructor-Led Training (Live or Virtual) | Self-Paced Online Training

## KEY FEATURES

- **Comprehensive Curriculum** – Covers fundamental data literacy concepts, data governance, visualization techniques, and ethical considerations.
- **Practical Learning Approach** – Engages candidates in real-world case studies, interactive exercises, and hands-on learning.
- **Accreditation** – Accredited by APMG International, ensuring global recognition and credibility.
- **Lifetime Certification** – No renewal required, providing long-term recognition of data literacy expertise.
- **Industry-Relevant Content** – Aligns with current business and technological trends to ensure practical application.
- **Vendor-Neutral Certification** – Focuses on universal data literacy principles rather than specific platforms or tools.
- **Continuous Education Path** – Serves as a steppingstone for further certifications within the DASCIN® Enterprise Big Data Framework.



# +39%

Demand for data literacy skills is expected to grow by 39% by 2026, creating 6.5 million new job openings globally.

- International Data Corporation (IDC)

## JOB DEMAND

Data literacy skills are in high demand across industries, with organizations seeking professionals capable of interpreting and utilizing data effectively. Industry reports highlight the increasing value of data literacy:

- **Gartner (2024)** – By 2027, 80% of organizations will require data literacy skills in all job roles.
- **World Economic Forum's Future of Jobs Report (2025)** – Data-related roles will experience significant growth, with 50% of companies prioritizing data literacy training.
- **LinkedIn Global Skills Report (2024)** – Data literacy is among the top five in-demand business skills.
- **McKinsey & Company – Companies investing in data literacy training see a 20-30% improvement in operational efficiency.**
- **Times UK(2024)**- In the UK, data-driven companies contribute £343 billion annually to the economy and employ 1.5 million people, highlighting the significant economic impact of data literacy.
- **IDC's 2021 Future of Intelligence Survey** indicates that organizations with higher data literacy levels are nearly twice as likely to see revenue improvements compared to those with lower data literacy.
- **Gartner (2024)** reports that 83% of Chief Data Analytics Officers (CDAOs) have implemented or plan to implement data literacy programs within the next 12 months.

## TARGET AUDIENCE

- **Business Professionals** – Individuals looking to enhance their ability to interpret data, understand insights, and make informed decisions.
- **Managers and Team Leaders** – Professionals responsible for overseeing data-driven projects and fostering a data-literate culture.
- **Analysts** – Data and business analysts seeking to strengthen their understanding of data governance, visualization, and storytelling techniques.
- **Human Resources Professionals** – HR practitioners applying data literacy to talent analytics, workforce planning, and organizational development.
- **Marketing and Sales Professionals** – Specialists leveraging data insights for campaign optimization, customer analysis, and sales strategies.
- **IT Professionals and System Administrators** – Individuals aiming to bridge the gap between technical and business teams.
- **Students and Career Switchers** – Those entering data-driven roles who need a comprehensive introduction to core data literacy concepts.

## FREQUENTLY ASKED QUESTIONS

**Q: How does the EBDF Data Literacy Fundamentals Certification support individuals transitioning to data-centric roles or seeking to enhance their data literacy skills?**

**A:** The EBDF Data Literacy Fundamentals Certification provides the essential knowledge and hands-on skills to confidently analyze, interpret, and communicate data. Accredited by APMG International, it is designed for both career changers and professionals seeking to upskill, offering a practical and accessible pathway to succeed in today's data-driven world.

**Q: What sets the EBDF Data Literacy Fundamentals Certification apart from similar offerings in terms of industry relevance and applicability?**

**A:** The EBDF Data Literacy Fundamentals Certification distinguishes itself through its industry-relevant content and focus on practical application. The program's curriculum is meticulously designed to address current industry trends, challenges, and best practices, ensuring that participants acquire skills and knowledge that are directly applicable in today's data-driven business environment. Whether you're working in manufacturing, education, government, hospitality, retail, or marketing, the certification equips you with the tools and insights needed to make informed decisions and drive organizational success within your specific industry.

**Q: Does the certification require renewal?**

**A:** No, the certification offers lifetime validity, eliminating the need for periodic renewal and allowing professionals to showcase their expertise indefinitely.

**Q: What are the next steps after earning this certification?**

**A:** Candidates can pursue advanced certifications within the DASCIN® Enterprise Big Data Framework, specializing in areas such as data governance, data engineering, or big data analytics.

**Q: Are there any prerequisites for taking this course?**

**A:** No. The Data Literacy Fundamentals Certification is open to all learners, regardless of background or prior experience. It is designed to provide a clear and accessible entry point into data literacy.



## TARGET INDUSTRY

- **Financial Services** – Data literacy enables professionals to analyse market trends, assess risks, and optimize investment strategies.
- **Healthcare & Life Sciences** – Supports predictive diagnostics, patient care improvements, and operational efficiencies.
- **Manufacturing** – Facilitates process optimization, predictive maintenance, and supply chain analytics.
- **Government & Public Sector** – Enhances policy-making, public service delivery, and transparency.
- **Retail & E-Commerce** – Drives customer behaviour analysis, inventory management, and personalized marketing strategies.
- **Technology & IT** – Aids in managing cybersecurity threats, optimizing cloud infrastructure, and enhancing software development.
- **Telecommunications** – Supports network optimization, customer retention strategies, and service performance improvements.
- **Education & Research** – Facilitates student performance analysis, academic outcome tracking, and curriculum development.
- **Energy & Utilities** – Enhances smart grid technologies, monitors consumption patterns, and supports sustainability initiatives.
- **Smart Farming & Agriculture** – Utilizes data for precision farming, crop monitoring, yield prediction, and resource optimization.

## CONCLUSION

The Data Literacy Fundamentals Certification equips professionals with essential knowledge and skills to work confidently with data in today's data-driven business landscape. By focusing on key data concepts, visualization, governance, and ethical considerations, this certification empowers individuals to contribute meaningfully to data-driven strategies within their organizations.

With a comprehensive curriculum, hands-on learning approach, and strong industry relevance, this certification prepares professionals to enhance decision-making, improve business outcomes, and drive digital transformation. Whether you are a business professional, analyst, or career switcher, the DLF Certification offers a valuable foundation in data literacy and a competitive edge in an increasingly data-centric world.



## CONTACT & MORE INFORMATION

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