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7 STEPS TO DRIVE DATA LITERACY

E-Book by Digital Hive

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DEFINITION

WHAT IS DATA LITERACY

"Data literacy is the ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use-case application and resulting value."

GARTNERICS SURVEY, 2019

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IS DATA LITERACY IMPORTANT?

ANSWER: YES

"On average, only 48.3% of decisions are made based on quantitative information and analysis as compared to other more qualitative decision factors such as experience, "gut feeling," or opinions. That number hasn't really moved in years."

FORRESTER ANALYTICS GLOBAL BUSINESS TECHNOGRAPHICS®

DATA AND ANALYTICS SURVEY, 2019

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STEP 1

ESTABLISH A BASELINE USING LOG DATA

Collect log data from your BI tools to benchmark current adoption and usage rates.

*PRO TIP

Use Digital Hive to consolidate reports and dashboards from all of your BI tools into a single analytics catalog, making it easy to track asset usage and tool adoption.

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STEP 2

IDENTIFY GROUPS
WHO DON'T USE DATA

Using the consolidated log data, identify groups and users with the lowest engagement.

*PRO TIP

If you want to link data literacy initiatives to a ROI, measure business performance before and after. The groups with low analytics adoption will likely have the greatest opportunity to improve performance by making more data-informed decisions.

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STEP 3

ASSESS DATA LITERACY

Conduct an assessment of data literacy. Identify the unique needs of groups with different skill levels.

*PRO TIP

Gartner, Qlik, and many emerging data literacy firms provide services and resources to assess an organization's analytics maturity and individuals' data literacy.

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STEP 4

IDENTIFY DATA CHAMPIONS

Identify power users and highly skilled departments. Recruit Data Champions.

*PRO TIP

Data Champions are individuals who can communicate meaning, purpose, and value between analytics teams and business teams to help spread and execute data literacy initiatives.

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STEP 5

CREATE EDUCATIONAL RESOURCES

Interview champions, record best practice videos, create use cases, tips & tricks that will help educate other groups.

78% of business decision makers said they would be willing to invest more time and energy into improving their data skillsets.

Qlik Report 'Lead with Data'

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STEP 6

LAUNCH AN EDUCATION CAMPAIGN

Teach, embed, and distribute the educational resources throughout your company.

*PRO TIP

Use Digital Hive as a platform to launch a data literacy program into your analytics hub by embedding video, presentations, documentation, and more directly into Analytics Hub used to make daily decisions. Tailor help where and when users need it.

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STEP 7

MEASURE PROGRESS: RINSE & REPEAT

Measure changes in adoption and business performance. Conduct another skills assessment.

REPEAT STEPS 1 - 6

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ADDITIONAL RESOURCES

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If you would like to learn more about how you can use **Digital Hive** as a platform to launch data literacy initiatives you can email or message.

7 STEPS TO DRIVE DATA LITERACY

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ABOUT US

Digital Hive is an award-winning intelligent enterprise portal that recommends and personalizes content, providing everyone with access to the information they need when they need it.

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Your Intelligent Enterprise Portal

CONNECTORS INCLUDE

Digital Hive has a wide range of pre-built connectors and has the ability to extend to any 3rd party application via our custom API connector. Users can't make quick decisions if they are wasting time sifting through multiple applications, searching for specific files or reports.
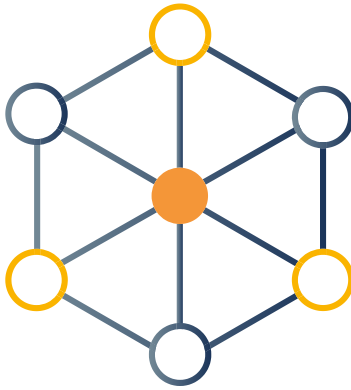
Bring everything together in one safe environment and get the best out of your existing technology with Digital Hive.
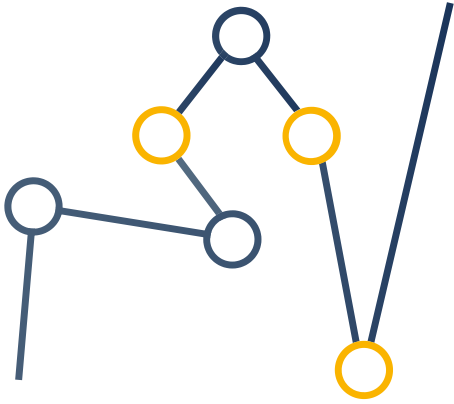
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AWARD-WINNING SOLUTIONS

Analytics Hub

Intranet

Extranet

Customer Portal

Custom Hive

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SEE IT IN ACTION

Book a 30-minute demo with one of our product experts

Visit www.digitalhive.com/demo

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