

# Unlocking a New Era of Business Intelligence: Transforming Your Organization's Landscape with Data Literacy



Kathleen Maley is an analytics thought-leader who charts the vision and course for modern analytics strategy, harnessing the power of data to create actionable insights and measurable ROI. With deep expertise as both a business-line and analytics executive, she leverages hands-on experience in business intelligence, investigative analytics, predictive modeling, machine learning and artificial intelligence to maximize the impact of business-centered analytical solutions.

The goal of most data literacy programs is to cultivate a data-driven culture within organizations, where data is valued as a strategic asset and is used to inform decision-making at all levels

The rise of data literacy programs was in response to a significant problem that, at least to some extent, continues to plague most organizations...

How do we bridge the communication divide that exists between analysts and business users? And how do we convince them to adopt our solutions?

Analysts are great at producing data, but they can't tell me what it means



Let's give the analysts business domain training!



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# After 15 years of data-literacy curriculum development, here's where things stand...

## What companies are hoping to achieve:

- Empowered executives with the knowledge, skills, and mindset for better decision-making
- Improved ability to set goals and develop actionable strategies
- Alignment between data initiatives and business objectives
- Business growth, risk mitigation, and competitive advantage
- Efficiency, productivity, and improved performance
- A data-driven culture

## What most data literacy programs include:

- Concepts such as data types, sources, structures, and lifecycle
- Methods for collecting, cleaning, and manipulating data
- Statistical concepts, data visualization, and exploratory data analysis methods
- Interpreting data results and communicating insights through visualizations
- Hands-on case studies
- The strategic importance of data, and guidance on overcoming resistance to data-driven practices



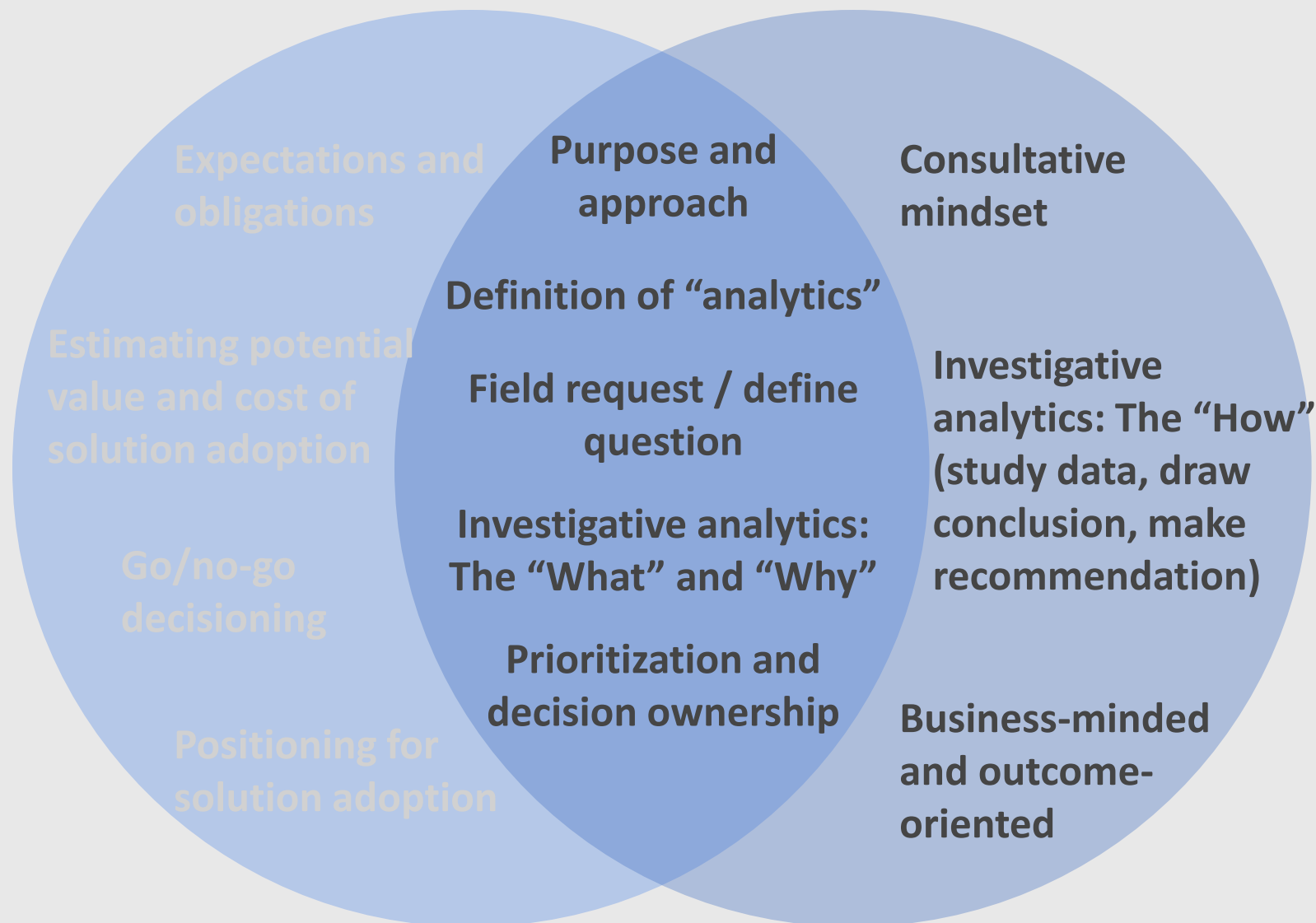
**Teach what we know  
and keep our fingers  
crossed!**



# Purposeful data literacy training is as important for analysts as it is for business leaders, with customized concentrations for each set of learners



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**“Analytics” is the discovery, interpretation and communication of meaningful patterns in data; the connective tissue between data and effective decision-making within an organization**



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