

Driving your competitive advantage through Data Literacy to empower employees & the business



Your Storytellers

Mark Modricker

Head of Data & Development



Penelope Maxwell

Data Analytics Manager



What is **Data Literacy** anyway?



Rethink Data Literacy

Getting the
business
to speak
data



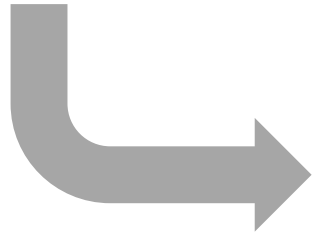
Getting the
data to
speak
business

Continuous Improvement Culture

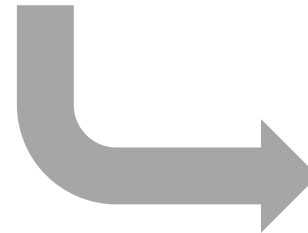
What is the *problem*
we are trying to
solve?

Our Journey

Reports



Models



Data

Summary

Data
+
Business Context & Knowledge (People)
=
Informed Decisions

Question Time!

