Data Literacy Certification

Course Duration: 16 Hours

Course Description:

The Data Literacy Certification Exam is a product-agnostic exam which measures your ability to interpret business requirements; understand and transform data; design, build, and interpret visualizations; and analyse, act on, and share results

Audience: Anyone who works with data and wishes to measure their data literacy skills

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Module 1: Interpret Business Requirements

- Discuss business requirements for feasibility to implement
- Change a business question into an analytical question
- Explain data sources and refresh frequency needed to implement requirements
- Discuss KPIs, dimensions, and measures for analysis

Module 2: Understand and Transform the Data

- Explain various data types and implications for analysis
- Compare various classifications of data
- Explain data structure and implications for analysis
- Explain subset of data needed for analysis using coding terminology
- Contrast data schemas and how they impact analyses
- Use basic statistics
- Explain aggregations needed for analysis
- Contrast types of distributions and explain implications in analysis
- Assess the need for data governance and security
- Transform data structure

Module 3: Design and Build Visualizations

- Use appropriate visualizations and level of complexity for audience
- Use appropriate measurements Use appropriate properties of visualizations • Arrange visualizations to engage audience and enable analysis

Module 4: Interpret Visualizations

- Determine whether visualization is valid and can answer the analytical question
- Interpret visualizations to create observations
- Explain outliers, trends, and relationships between data elements
- Recommend a theory, then validate or invalidate it

Module 5: Analyse Results

- Break down thoughts and ideas into a cohesive and logical analysis plan
- Analyze data and visualizations iteratively
- Examine your point of view for objectivity
- Evaluate different perspectives
- Question visualizations to develop insights
- Test for correlations and causations in the data
- Examine the data and visualizations with curiosity

Module 6: Act on Results

- Decide the insights gained from analysis
- Recommend actions based on analysis
- Predict potential consequences of actions to minimize unintended consequences • Assess actual results of actions
- Analyze feedback and determine adjustments needed for analysis

Module 7: Share Results

- Summarize audience member types and what they care about
- Justify your analysis, observations, and insights
- Justify your conclusions, recommendations, and proposed actions with confidence
- Evaluate and incorporate feedback into action plan
- Use information ethically and appropriately