

Data Literacy: KPIs, Visualizations & Analysis

Learn to interpret business requirements, transform data, build visualizations, and analyse, act on and share results.

16 Hours

DURATION

7

MODULES

39

TOPICS

COURSE OVERVIEW

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

WHO THIS COURSE IS FOR

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

LEARNING OBJECTIVES

- Explain business requirements and convert them into analytical questions
- Describe data types, structures, schemas and aggregations for analysis
- Apply basic statistics and distributions to interpret data
- Build visualizations suited to audience and analytical purpose
- Interpret visualizations to identify outliers, trends and relationships
- Analyse results iteratively while testing for correlation and causation
- Evaluate perspectives and feedback to determine actions and adjustments
- Share results and justify conclusions and recommendations with confidence

7 Modules, 39 Topics

01

Interpret Business Requirements

TOPICS

- 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

02

Understand and Transform the Data

TOPICS

- 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

03

Design and Build Visualizations

TOPICS

- 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

04

Interpret Visualizations

TOPICS

- 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

05

Analyse Results

TOPICS

- Break down thoughts and ideas into a cohesive and logical analysis plan
- Analyse 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

06

Act on Results

TOPICS

- 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

07

Share Results

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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