

data literacy month

SEPTEMBER 2022

Presented by DataCamp

This September, we're dedicating an entire month to live events, podcasts, articles, and more, **covering the ins and outs of driving data literacy for individuals and organizations.** Here's what you can expect.

What is data literacy?

Data literacy is the ability to read, write, communicate, analyze, and reason with data. From an organizational perspective, it is a spectrum of data skills ranging from data-driven decision-making to advanced technical skills in data science, data engineering, and machine learning, resulting in everyone in the organization generating value from data at scale.

The data literacy imperative

5%

Only 5% of organizations classify themselves as data literate

—(DataCamp, 2022)

92%

Of organizations blame lack of data culture and skills for low returns on analytics investments

—(NewVantage Partners 2022 CXO Survey)

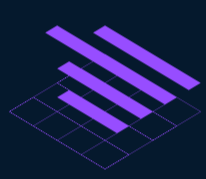
82%

Of leaders expect all employees to have basic data literacy skills

—(Tableau, 2022)

The benefits of data literacy

Building data literacy skills eliminates the fear of data from the people of your organization, leading to improved business outcomes across the board.



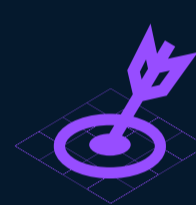
Improved decision making



Improved customer experience



Better employee retention



Improved productivity

A celebration of data literacy

Join us for the latest insights and best practices on driving data literacy for individuals and organizations



Cindi Howson

SEPTEMBER 6, 11:00 AM ET

Data Literacy: A How-To Guide for Leaders

Cindi Howson, Chief Data Strategy Officer at ThoughtSpot



Kate Strachnyi

SEPTEMBER 7, 11:00 AM ET

Building a Personal Brand in Data

Kate Strachnyi, Founder & Community Manger at DATAcated



Jordan Morrow

SEPTEMBER 8, 10:30 AM ET

Be Data Literate: The Data Literacy Skills Needed to Succeed

Jordan Morrow, Best Selling Author and Vice President and Head of Data Science at Brainstorm Inc



Brent Dykes

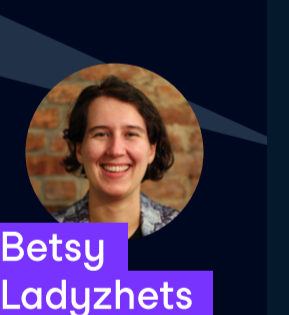
SEPTEMBER 21, 11:00 AM ET

How to Build a Data Storytelling Culture

Brent Dykes, Chief Data Storyteller at AnalyticsHero, LLC



Kimberly Herrington



Betsy Ladyzhets



Michelle McGhee

SEPTEMBER 22, 11:00 AM ET

How Data Journalists Deliver Data Stories

Betsy Ladyzhets, Independent Health & Data Journalist

Kimberly Herrington, Senior Analyst, Data Leadership, Organization & Culture at Forrester

Michelle McGhee, Journalist Engineer at The Pudding



Marcela Schrank Fialova

SEPTEMBER 27, 11:00 AM ET

Transforming an Organization: How a DataCamp Licence Evolved Allianz's Learning Culture and Data Analytics Skills

Marcela Schrank Fialova, Head of Data Analytics Academy at Allianz



Emily Hayward

SEPTEMBER 28, 11:00 AM ET

Inside CBRE's Data Literacy Program: Winning Hearts & Minds For Data-Driven Transformation

Data & Digital Change Manager at CBRE

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