

Data Fluency : Exploring & Describing the Data

What is Data?

Data refers to *facts, statistics, or information* in a raw or unprocessed form.

It consists of individual pieces of information, which can be in various formats, such as numbers, text, images, videos, or any other type of media.

Make Better **decisions** with the **Data**

Think with Data

What is Data Fluency?

Language Fluency

Data Fluency

Language or linguistic Levels

1.

Basic User

Familiar expressions
and basic Phrases to
meet basic needs

2.

Independent User

Common
Conversations as well
as discussions in
technical field

3.

Proficient User

Communicates
spontaneously & with
refinement on complex
topics

Data Levels

1.

Everyday Data

See common patterns in events; this may not involve calculations

2.

Data within a profession

Conduct data analysis as a part of a larger, non-data responsibility

3.

Data as a profession

Work extensively with complicated data as the main professional role

Data Levels

1.

Everyday Data

Data Literacy

2.

Data within a
profession

Data fluency

3.

Data as a
profession

Data Science

Focus

- Learn when you can use data to answer questions
- How to frame questions
- Present a small number of concepts and methods to find answers
- How to interpret and apply those answers

Data Fluency

- Thinking clearly about what's happening around you and what you're doing
- You can still think creatively.
- Data keeps you honest and connected with reality

Data Fluency

1.

What's working

Social Media Campaign

One-to-one Phone calls

Employee recognitions

2.

What's not working

Billboards (Hoardings)

Algorithmic Pricing

Employee Evaluations