



LITERACY LEVEL

Ianni Welba Muliterno Bezerra

Has successfully completed the Data Driven CD Literacy Level



The Data
Imperative



Improving Decisions
Using Data



Transforming
Customer Relationships
Through Data



Asking Precise
Questions for
Growth



Using Data
for Impactful
Business
Decisions



The Power
of Data Stories



Measuring
Success



Conny Braams
Chief Digital and
Commercial Officer

Morgan Vawter
Global VP Data Centre
of Excellence & DAAP

Lara Vanden-Eynden
Functional Learning
Director – CD

Srikanth Iyengar
CCO, QA Learning

