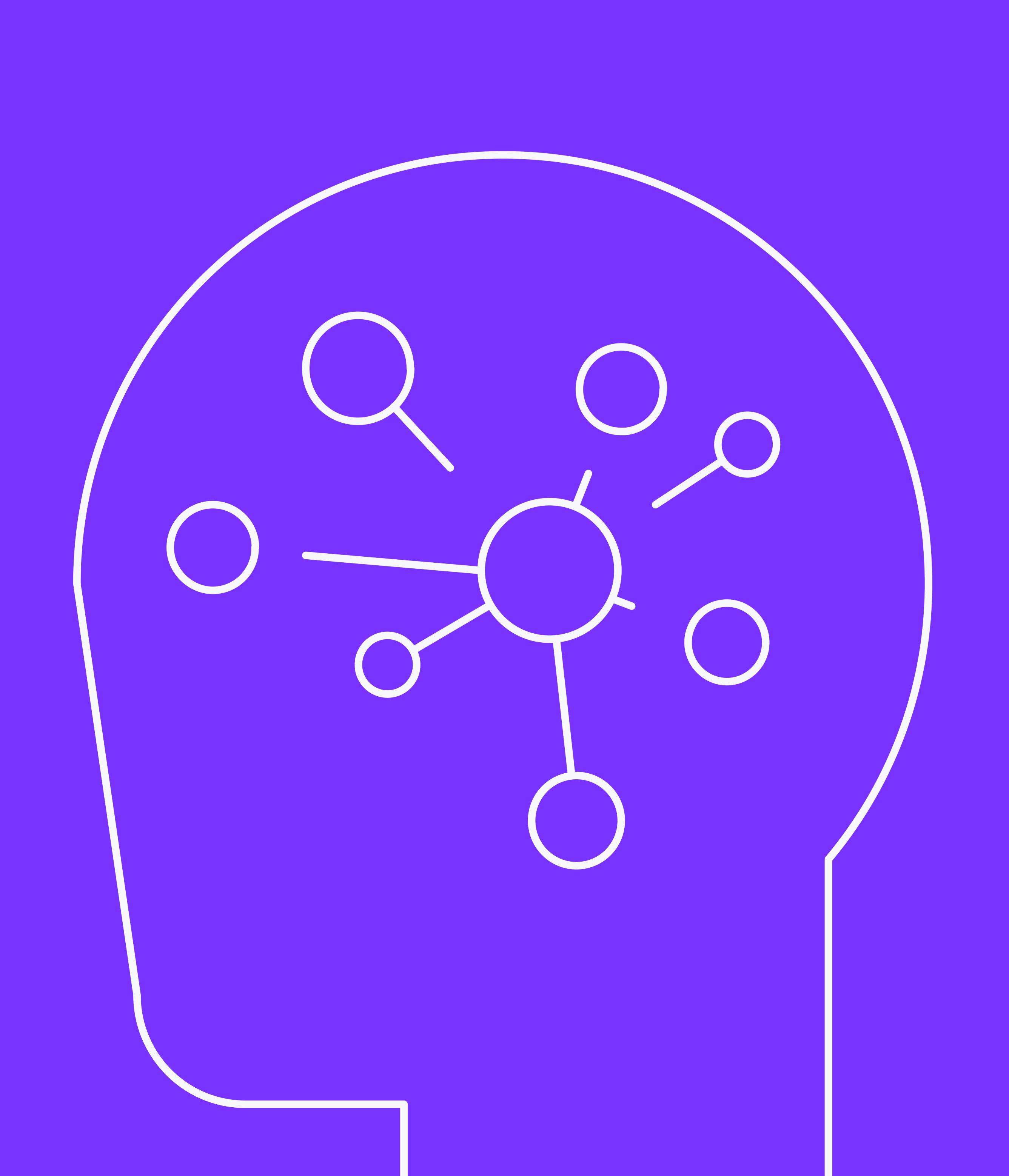
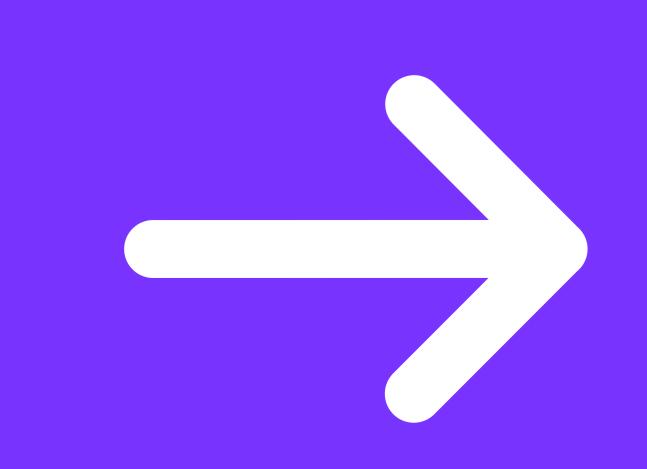
#### Section



## The Data Literacy Imperative

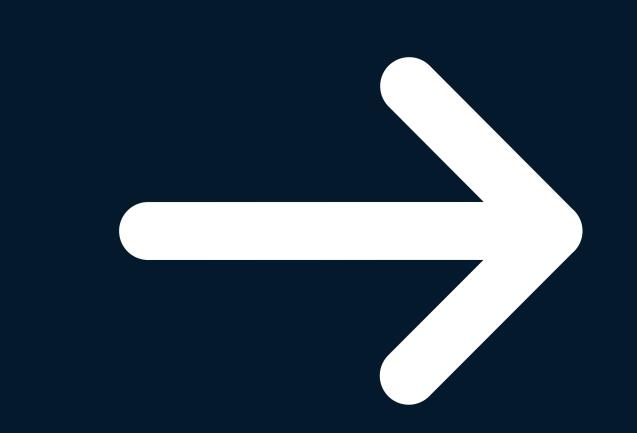


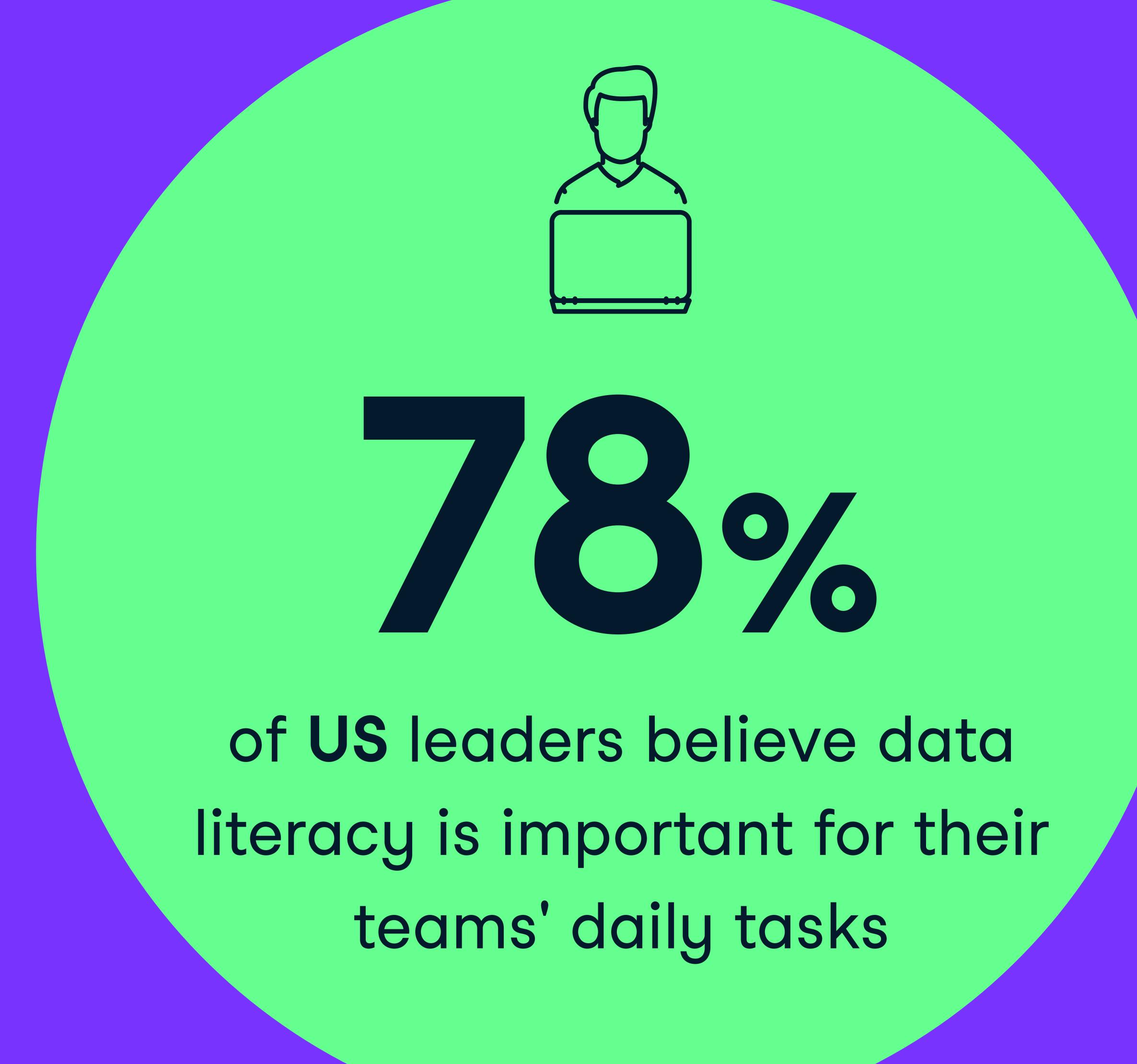
Learn what data literacy is, why it matters to individuals and organizations, and how the data skills gap has developed.



#### What is data literacy?

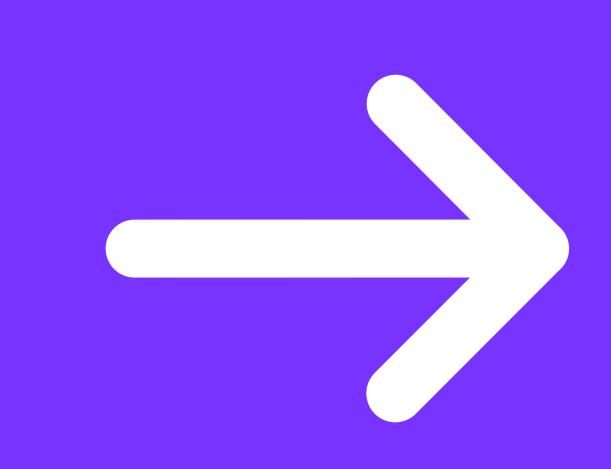
Data literacy is the ability to read, write, analyze, communicate, and reason with data. It' allows individuals and organizations to make better, data-driven decisions.





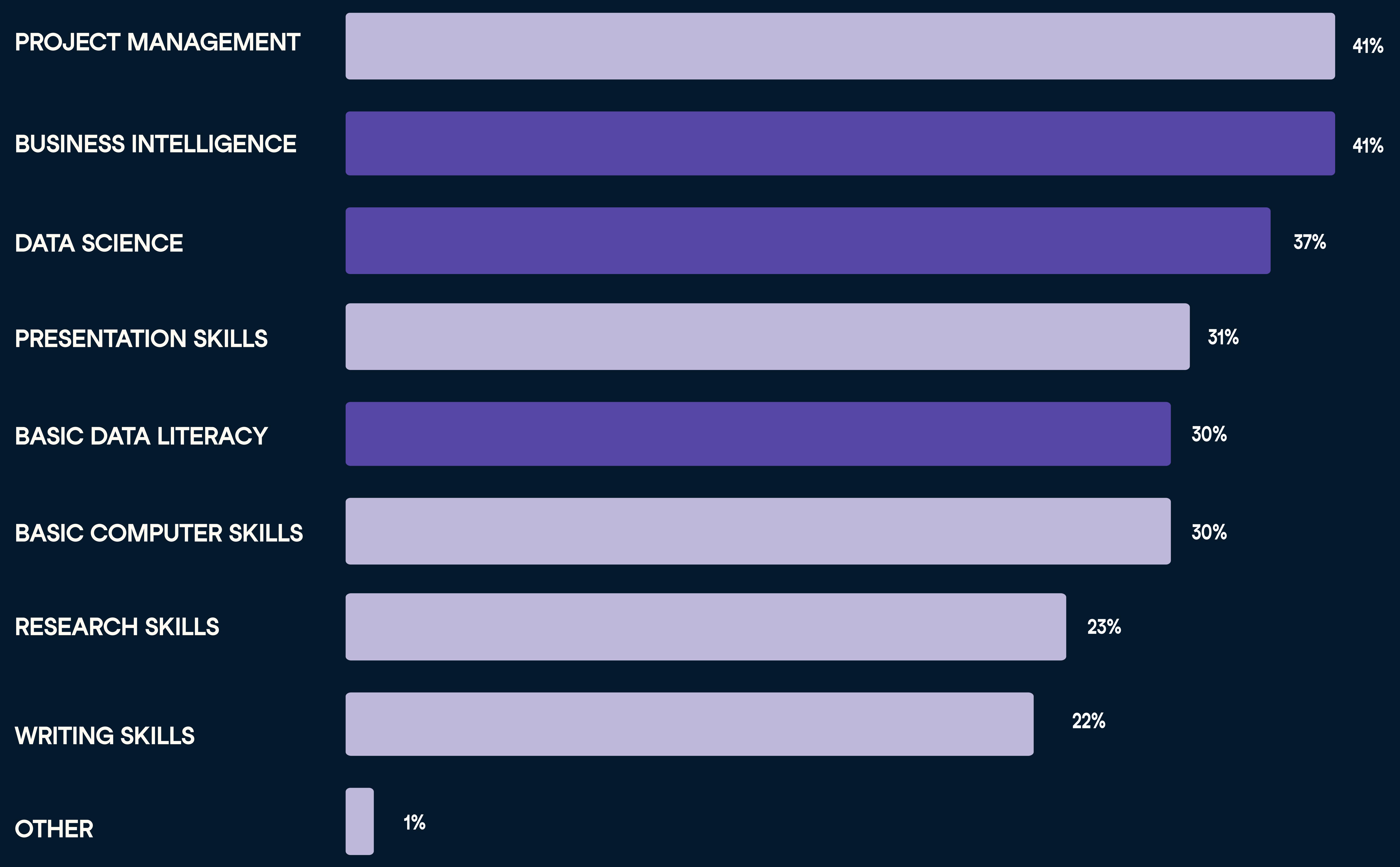
#### The desire for data literacy skills

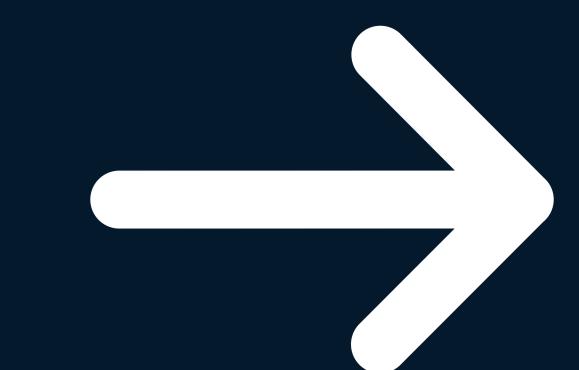
When we asked leaders which skills have become most important in the past five years, three of the top five fastest-growing across the UK and US were data skills; spanning, business intelligence (41%), data science (37%), and basic data literacy skills (30%).

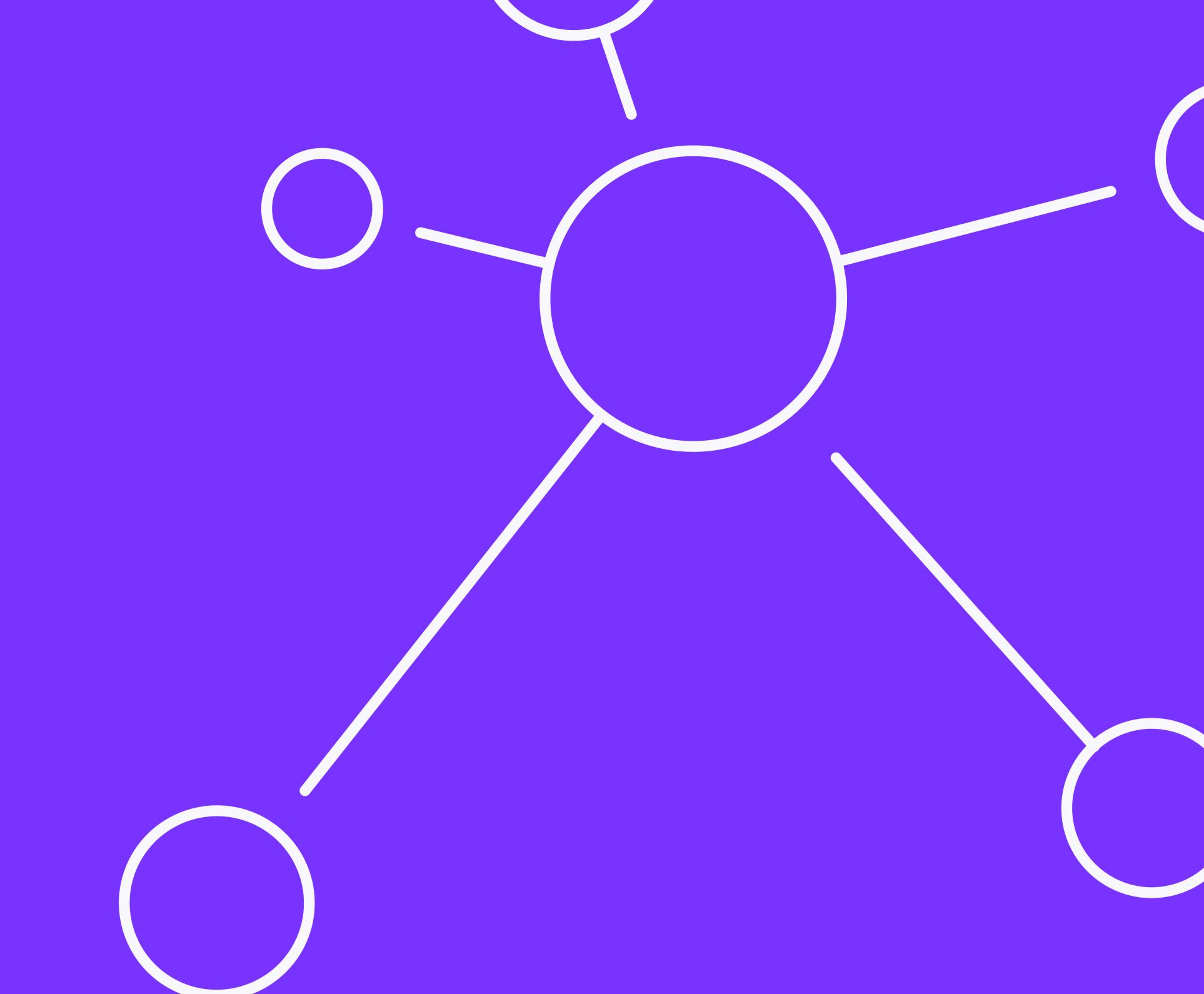


#### The desire for Data Literacy Skills

Question asked: "In the past five years, which skills have grown most important for your team (or department)? Rank by order of importance"

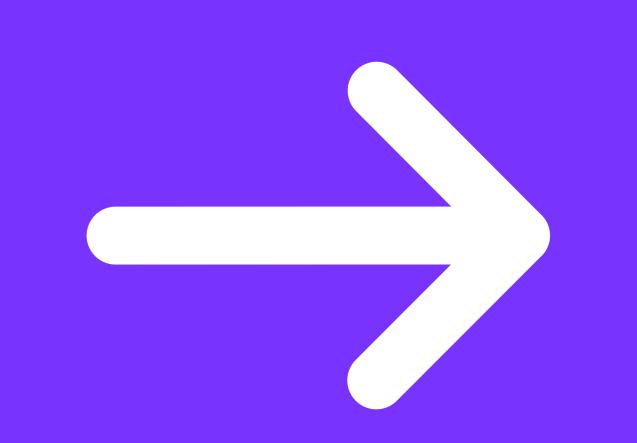






## Data skills are essential for modern organizations to thrive

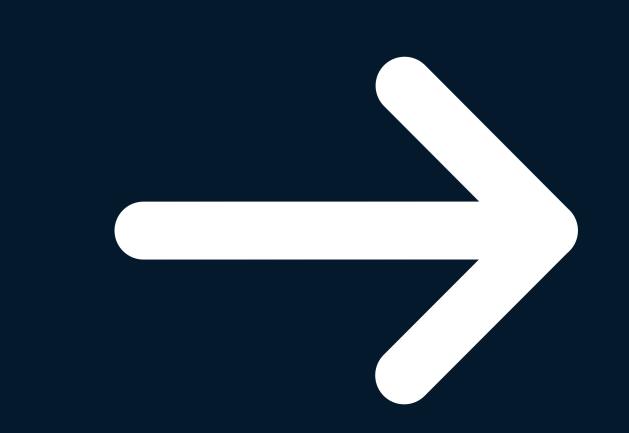
Leaders recongize both importance of having a data literacy workforce and the risks associated by the absence of adequate data skills. When asked: "what risks is your department or team facing if your people do not have adequate data skills?" 41% of respondents across the US and the UK identified inaccurate decision-making as the number one risk of inadequate data skills.



#### The value data-literate employees bring is evident

Nearly three-quarters (74%) of respondents agreed or strongly agreed that those with data literacy skills outperformed those with inadequate data skills.

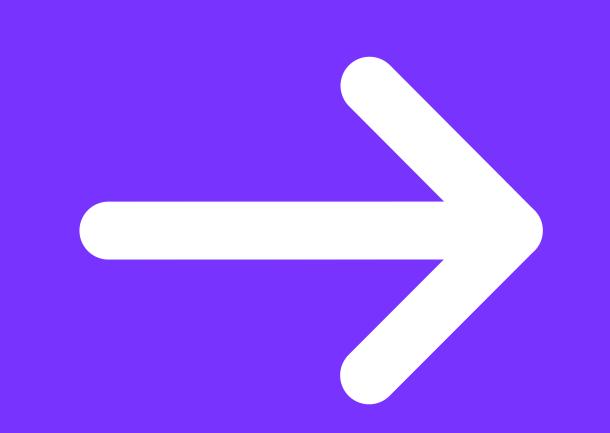
When asked how data-literate employees provide value over those with insufficient data skills, leaders pointed to more accurate decision-making (63%), stronger ability to innovate (48%), and ability to create better customer experiences (41%).



## Leaders will pay a premium for data literacy skills

About two-thirds (66%) of leaders stated that they would be willing to pay a higher salary to a candidate with good data literacy skills over a candidate without them, with 77% of those who said yes claiming they would pay at least 10% to 15% extra.

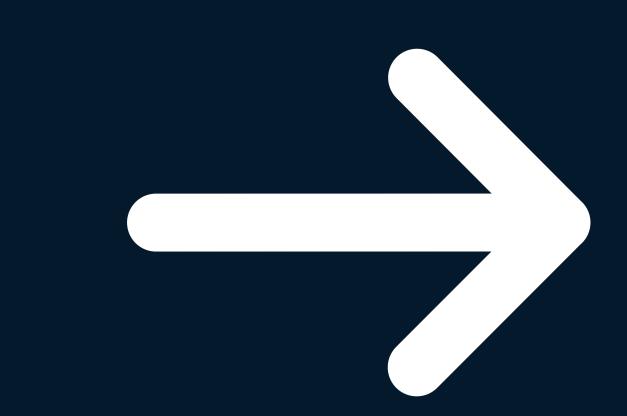
Roughly a quarter of leaders would offer a 30% salary premium or more for candidates with good data literacy skills.



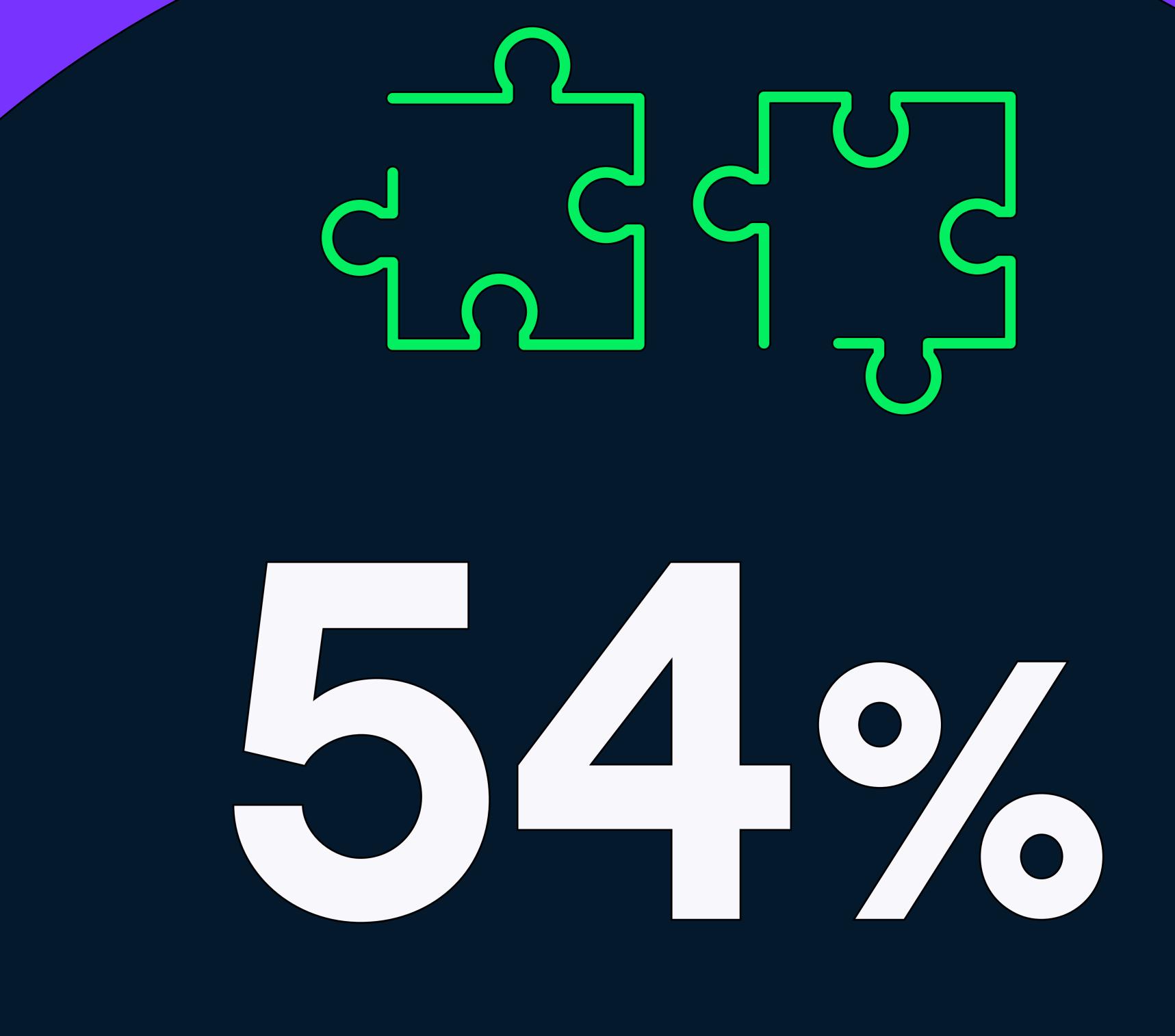


## Data skills can alleviate our biggest challenges of the decade

67% of data and business leaders believe that organizations that invest in data upskilling are more likely to be recession-proof. Similarly, 85% felt that countries investing in data literacy skills will outperform those who are not.



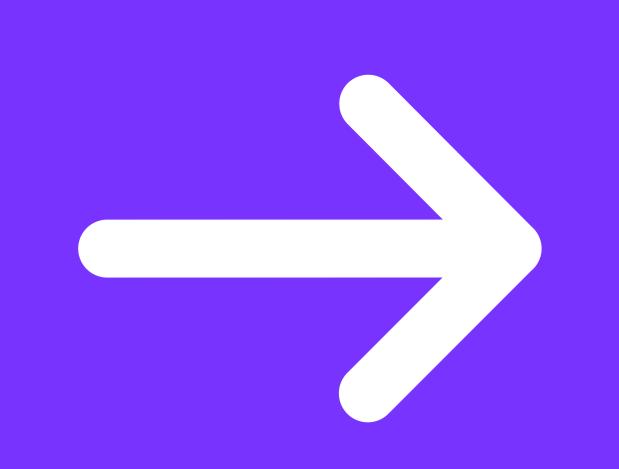
## The data literacy skill gap is still present



of leaders in the UK and
the US believe that "my organization
has a data literacy skill gap that
needs to be addressed

Born from technological, organization, and culture factors, leaders recognize the transformational impact of a data-literate workforce, but a large skills gap remains.

Despite leadership optimism of data literacy's transformational potential, more than half surveyed stated their organization has a skills gap that needs to be addressed.





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