

Toolkit: Data Literacy Organizational Assessment

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FOUNDATIONAL This research is reviewed periodically for accuracy.

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Data literacy enables data and analytics leaders, including chief data officers, to implement a successful data-driven culture. This Toolkit assesses the organization's overall data literacy, providing input to data literacy awareness and content planning.

More on This Topic

This is part of an in-depth collection of research. See the collection:

- [Roadmap for Data Literacy and Data-Driven Business Transformation: A Gartner Trend Insight Report](#)

Overview

Gartner defines data literacy as “the ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use-case application and resulting value.”

Assessing the data literacy, of both creators and consumers, of information and insights is a critical step to ensuring your organization is enabled with the right skills, knowledge and competencies. These skills will help you to meet both current and future requirements of digital business and even broader society.

This organizational assessment is for teams, divisions or organizations. It provides an initial assessment that can be applied for an overall organizational measurement of data literacy to target areas for development and baseline starting levels.

Directions for Use

Download the Toolkit PowerPoint file by selecting the link under the “Download Toolkit Resource” header at the top-right of this page.

- An initial gauge of overall data literacy with 25 questions. Organized across five themes to highlight areas of relative strength/weakness (general, business/value, data, analytics, culture).
- Score each question on a Likert scale of 0-4:
 - 0 = Strongly disagree (don't understand the question!)
 - 1 = Disagree/does not apply
 - 2 = Neutral/applies somewhat
 - 3 = Agree/applies mostly
 - 4 = Strongly agree/applies completely
- Use initially to establish a baseline and then measure periodically to assess improvement.
- Can be applied with teams of:
 - Data creators, or those who create/produce data and analytical solutions
 - Examples: CDO, data engineer, data scientist, program manager
 - Data consumers, or those who are users of data and analytical solutions
 - Examples: an executive, business analyst, analytics power user, citizen data scientist, front-line worker

Note: This assessment can be conducted along with overall data and analytics maturity assessments, such as Gartner's ["IT Score for Data & Analytics,"](#) to provide a deeper look into talent and skills needs for both the organization and its people.

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Recommended by the Authors

[“Toolkit: Curriculum for Data Literacy Training Programs”](#)

[“Data-Centric Facilitators Are Crucial for Enabling Data Literacy in Digital Business”](#)

[“How to Design an Effective Training Program for Analytics Skills”](#)

[“How Chief Data Officers Show Leadership in Improving Data Literacy and Fostering a Data-Driven Culture”](#)

[“How CDOs Engage With Their Stakeholders to Foster Data Literacy and Deliver Measurable Business Value”](#)

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