

Organizations are constantly seeking ways to maintain market relevance and differentiate themselves from competitors, by investing in data as an asset. It's critical for businesses to identify useful signals from the ever increasing volumes of data being generated to make decisions quickly. Employees need to possess data literacy and skills to discover insights, trends, and patterns relevant to solving business problems. But data literacy as a shift in mindset can't be an afterthought, and must be prioritized by leaders to instill the necessary skills into an organization's culture.

In order to learn more about the state of enterprise data literacy, we commissioned Forrester Consulting to conduct surveys exploring the organizational issues, challenges, and benefits of data literacy efforts, upskilling, and the creation of a Data Culture. Conducted with over 2,000 decision makers and workers in 10 countries, the survey found that organizations that invest in data literacy and upskilling at scale experience powerful benefits like **improved decision making, innovation, productivity, customer and employee experience, and more.**

Before we share a preview of Forrester's survey findings, let's cover the basics and how data literacy helps organizations be truly data-driven.

The Forrester research found that organizations that invest in data literacy and upskilling across all departments—especially those with more mature initiatives—see dramatic benefits like improved customer experience, better decision making, greater employee satisfaction and retention, and more. In addition to such dramatic benefits, the research also identified numerous findings.

Product Name	Quantity	Cost
Dyson	100	50
Samsung	400	200
LG	250	100
Sony	550	340

With leaders underestimating the training needs of their employees or not knowing how to start data training initiatives, many organizations currently face a major challenge on their journey to unlocking the value of their data and building a data-driven culture. Fortunately, there are steps businesses can take and recommendations in the Forrester report. To dive into the data and learn how data literacy is the key to better decisions, greater productivity, and data-driven organizations, explore the whitepaper and visualization.

Supplier Name	Revenue	Profit
Daikin	50000	14500
Mitsubishi	66000	34000
LG	44000	12500