**Data and information and Data driven models**

**Data driven models**

<https://youtu.be/ccpWRn2Ipeo>

**Data and information**

<https://youtu.be/Cx75q1JIaYQ>

**Data literacy**

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. The ability to understand and communicate in a common data language is a core skill for a core technology. It is the difference between successfully deriving value from data and analytics and losing out competitors who have made it a core competency in their organizations.  
Gartner expects that, by 2020, 80% of organizations will initiate deliberate competency development in the field of data literacy to overcome extreme deficiencies. By 2020, 50% of organizations will lack sufficient AI and data literacy skills to achieve business value.  
As organizations become more [data-driven](https://www.gartner.com/smarterwithgartner/build-a-data-driven-organization/), poor data literacy will become an inhibitor to growth.