

What Data Fluency Looks Like



Why Organizations Need to be Data-Fluent

The nature of work today requires continuous learning and the ability to respond appropriately to new information—including an increasing abundance of data. This applies to organizations and workers alike. In response to this new reality, employees and job seekers are aligning with employment goals by adopting new skills. Working has essentially become an ongoing learning process. And in recent years, data fluency has emerged as a key indicator of organizational readiness.

For any organization—from financial companies and healthcare firms to management consultancies and governments—data fluency is an explicit and necessary driver of business value.

Gartner estimates that by 2020, **80% of organizations** will acknowledge their extreme deficiency in the field of data fluency and begin developing the necessary data science and analytics skills to close the gap. Organizations that aren't able to effectively make use of their available data today are already behind the curve. The most adaptive and innovative companies will ensure that their employees can speak the language of data and use it to improve work outcomes.

What is Data Fluency

So, what is data fluency? Data fluency is the ability to understand data, communicate insights from that data, and ultimately to make more informed decisions. It's about empowering employees with the skills to drive better business insights, faster.

But just as with any other language, data fluency is on a spectrum of proficiency. Not every employee has to be an advanced data scientist who can perform complex predictive analysis or apply machine learning algorithms.

But every employee should have a baseline understanding of the language of data. An employee's level of data fluency must reflect the needs of their job. Data fluency should reflexively scale in relation to the complexity of the problems they are trying to solve. Organizations must cultivate a learning environment where employees are encouraged to grow their data skills according to business needs.

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Data Fluency in Practice

Enabling faster, smarter work is the goal. Organizations that have the resources can build machine-learning pipelines and personalized data products. But organizations that don't yet have those capabilities can still improve their workplace culture by prioritizing data fluency to improve mutual understanding. Even a basic understanding of data tools and resources greatly improves the quality of interaction among colleagues. When the amount of back-and-forth needed to understand and fulfill each request goes down, speed and quality go up. For an organization to communicate effectively across teams, its employees must speak a common language.

As your team becomes more comfortable with the language of data, they'll be more comfortable bringing data to bear on important business decisions. It will become clear that some team members are more comfortable using data skills than others are. Encourage the proficient ones to mentor the others. Even at DataCamp, where data science is our business, some people don't work with data continuously. When they need help with a complex problem, they pair up with those who do.

Data fluency in practice means different things for different departments. Marketers can gain insights to plan, execute, and measure successful campaigns. Finance teams can use predictive analytics to better forecast demand based on seasonal trends. HR analytics can provide guidance for recruiting, hiring, and employee engagement. Data-fluent executives can better understand their company's current health and prepare for the future. Executives must also consider the best way to structure their data team to meet their organization's needs.

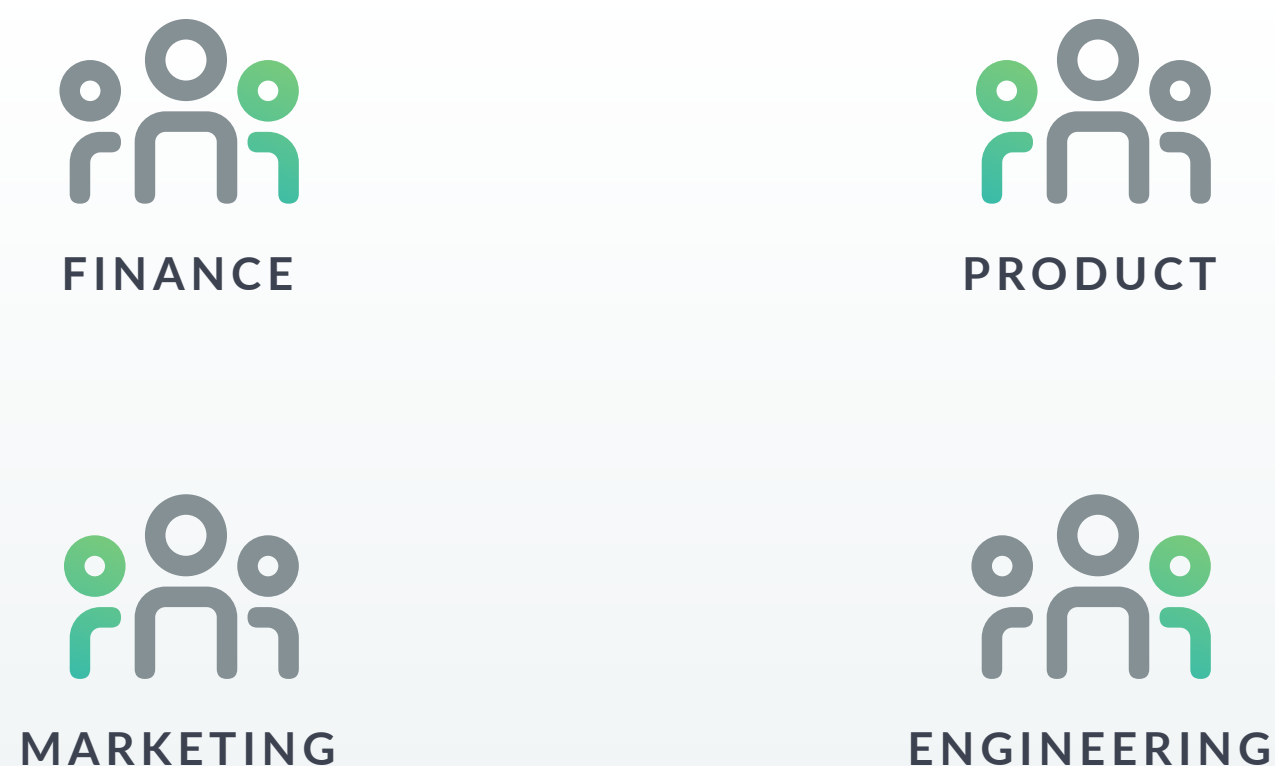


Organizational Models for Data Science

→ **Center of excellence:** Centralized data science team



→ **Embedded model:** Data scientists embedded in functional teams



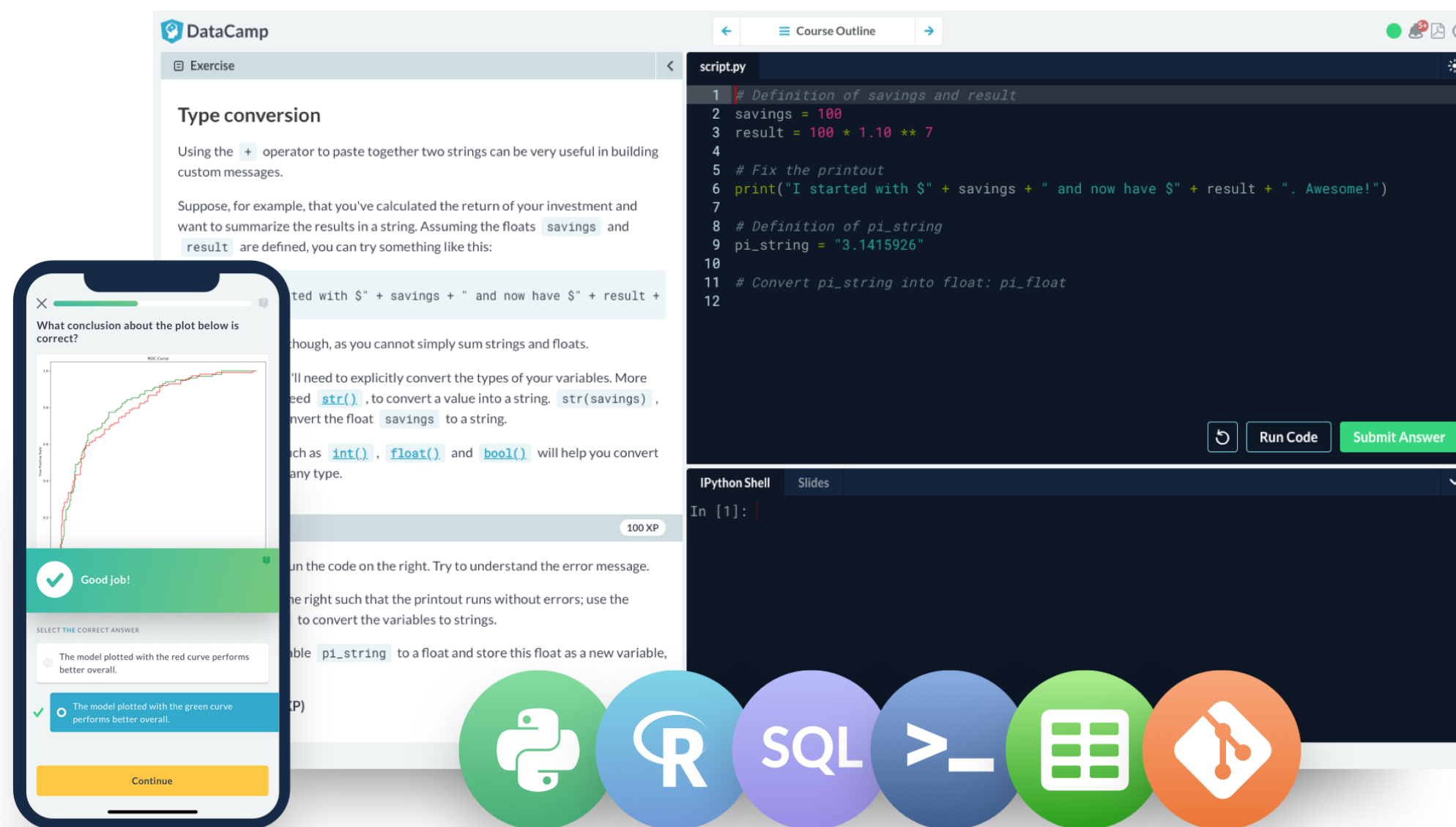
→ **Hybrid model:** Centralized data science team and data scientists are also embedded in functional teams



At DataCamp, we have a hybrid model where data scientists sit with functional teams and also report to the Chief Data Scientist. This model ensures that data scientists have ownership over the decisions that are being made in respect to their work, and that data science is an organizational priority.

How Your Organization Can Promote Data Fluency

Begin the journey of democratizing data science in your organization with [DataCamp for Business](#).



At DataCamp, we work with the best instructors and industry experts to create data science and analytics courses for every skill level. Unlike other platforms, DataCamp features a modern learning experience with bite-sized videos and hands-on coding exercises, so employees **learn by doing** and stay engaged. Our mobile app makes it easy to hone skills on-the-go with short **practice** sessions that reinforce what they've learned. And with DataCamp projects, they can tackle real-world problems in a risk-free environment and **apply** their new data skills right away.

Our scalable learning platform provides easy onboarding and management for teams and organizations of any size, and LMS integration options. And it's easy to measure, with a dedicated

dashboard to track everyone's engagement and progress over time. We are constantly expanding our curriculum to keep up with the latest technology trends and to provide the best learning experience for all skill levels. And learners stay engaged through hands-on learning, which means our course completion rates significantly exceed those of traditional online courses. We have more than 3.7 million learners around the world at companies such as Nielsen and REI—and we're just getting started. Close the skills gap. Visit [datacamp.com](#).