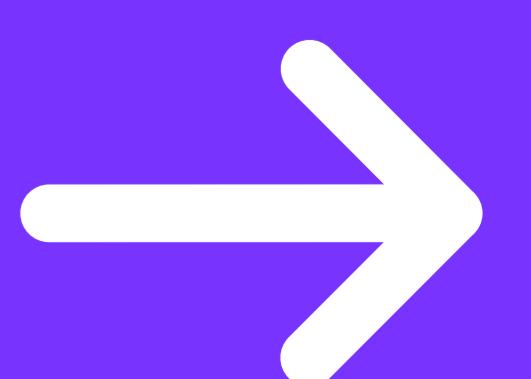


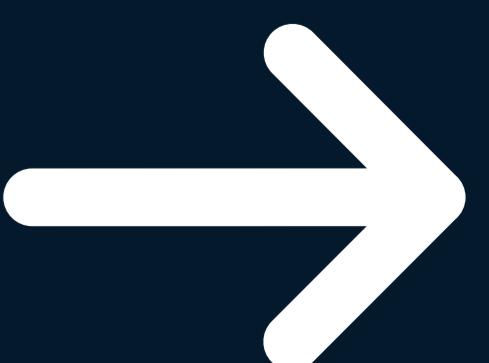
# Why is data literacy important?





# Data Literacy

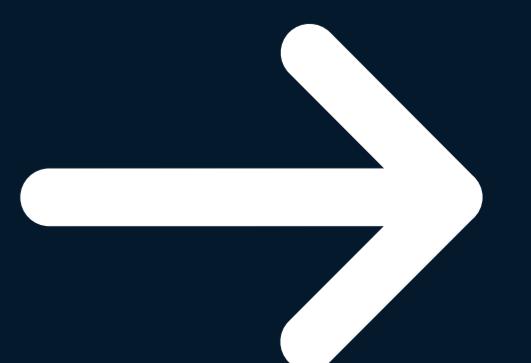
is the ability to read, interpret, and question data. It is a foundational skill to ensure growth in our digital-first age.





74%

agree that employees with data literacy skills outperformed those without

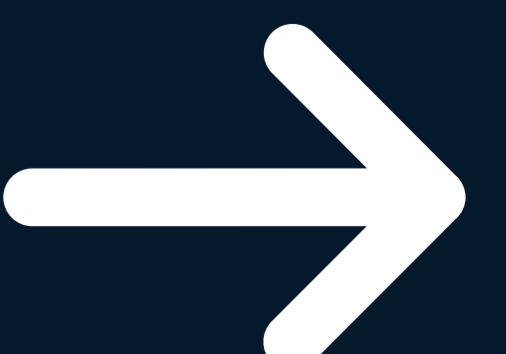
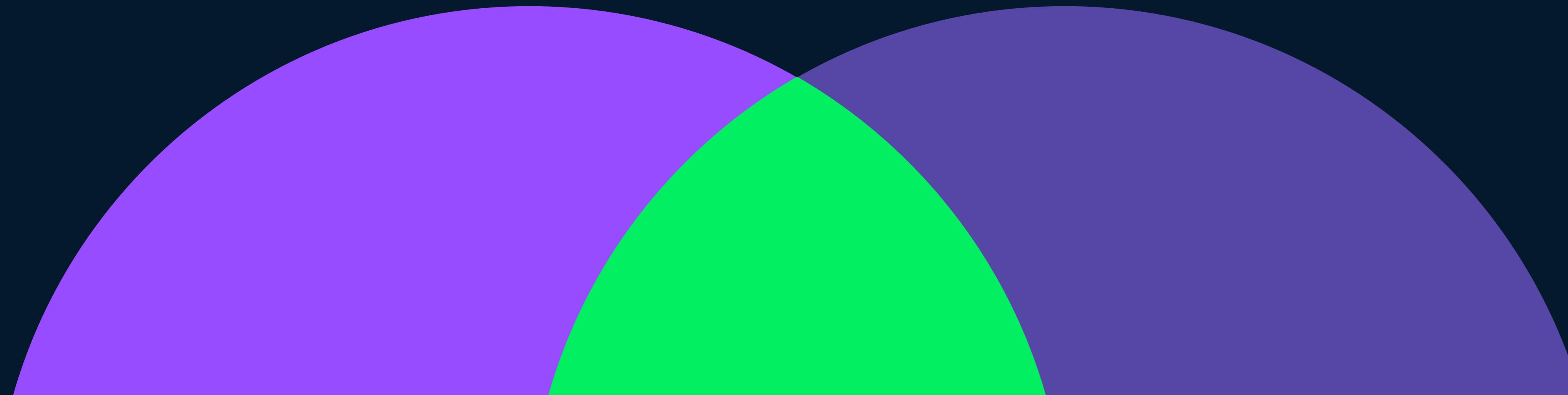




87%



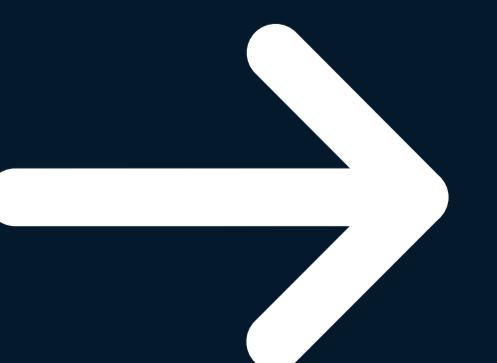
of leaders recognize data literacy  
as the most important skill behind  
basic computer skills



3/5



of the fastest-growing skills in  
the past five years were data  
skills; business intelligence (41%),  
data science (37%), and data  
literacy (30%)

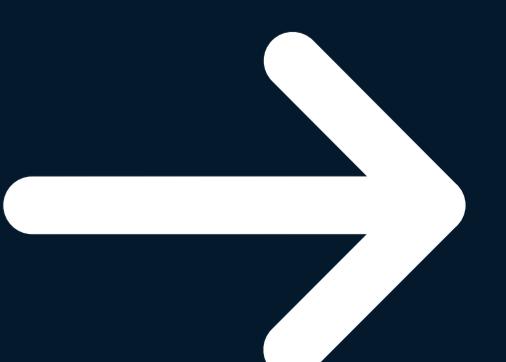




**70%+**

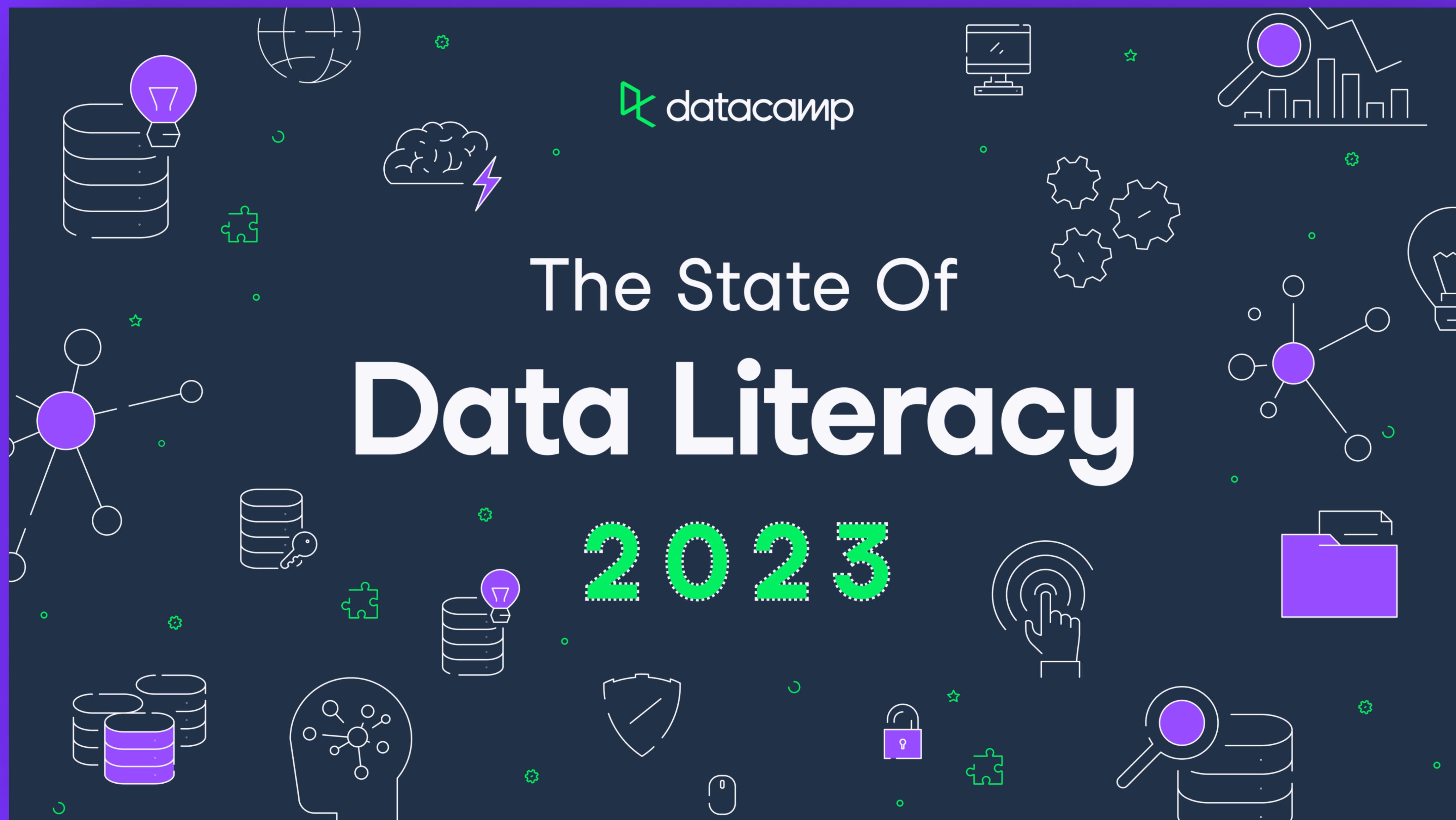


of leaders engaged in data upskilling have experienced over 70% improvement in quality and speed of decision-making, innovation, customer experience, and employee retention





# Get the insights to thrive in the data skills revolution.



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