



Data Literacy

Length: 2 Full Days / 4 Half Days

Overview: The Data Literacy course teaches participants how to effectively navigate data to ask the right questions and define the right metrics, with a focus on interpretation, context, and communication. Class will include time for workshoping with your own data to make improvements and create more impactful data-driven narratives.

Objectives:

- Ask questions to get the right context for any analysis
- Determine which metrics are important and how to analyze, visualize them appropriately
- Identify common pitfalls of data analysis and visualization
- Apply best practices of data visualization and literacy
- Communicate insights in a clear, simple way that tells a story to drive action

Understanding the data project

- Gathering data requirements
- Impacts of Stakeholder Analysis
- Working towards Project Outcomes

Communicating with data

- Exploratory Analysis vs Explaining Data
- Introduction to Data Storytelling
- Know your Data Jargon
- Design Best Practices

Effective use of Chart Types

- Common charts and text
- Time Series Analysis
- Less common chart types
- Working with Maps
- Cautions with Advanced Chart Types

Prerequisites

No prerequisites for this course.

Materials

- All students will receive slides with lecture material and data.
- Software Needed on Each Student PC
 - Microsoft Excel 2010 or later (2013 or later recommended)
 - Internet access
- Data Visualization software, if available

Other courses available: Data Storytelling

Building Dashboards and Telling Data Stories

- What is dashboarding
- Best practices with interactivity
- What is Data Storytelling (and how is it different)
- Using Iconography and Annotations

Lying with data and how to avoid it

- Data Assumptions
- Human Biases with Data

What to do after delivering an analytical project