PROFESSIONAL DEVELOPMENT TRAINING

Decision Making With a Data Driven Mindset

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0.5 DAY COURSE

You don’t have to be a scientist to become data literate.

As data continues to grow in importance for organisations across industries, data literacy — one’s proficiency in the interpretation and communication of data and data-related activities — has become an increasingly crucial skill, even for those who are not data analysts, data engineers, or data scientists.

Developing such proficiency in data interpretation and communication certainly requires time and effort, but a certain mindset for approaching data and data-related problems also helps to facilitate the development of data literacy.

In this short course, we will cover what we mean by a Data Mindset and Data Literacy, how to use Data to make better decisions and how to cultivate a Data Driven culture.

What You’ll Gain:

Decision Making with Data is **the science of analysing raw data to make conclusions about that information**. Data analytics help a business optimise its performance, perform more efficiently, maximise profit, or make more strategically-guided decisions.

Business leaders are recognising the benefits of having a data-driven mindset. It leads to real, strategic shifts for their companies. It allows them to think more long term and help them achieve beyond their expectations.

From improving the quality of leads coming through their websites, to increasing customer lifetime value, there is a lot to gain for companies when their leaders have a data-driven mindset. Beyond the financial outcomes, having a shared data-driven mindset across a team or entire business improves collaboration and motivation. It makes for a better work environment all-round.

Outcomes

- Understand What it Means to Have a Data Driven Mindset
- Use Data to Make Better Decisions
- How to Interpret Data
- Cultivate a Data Driven Culture

Modules

Lesson 1: Introduction to Data Mindset and Data Literacy

- What do we mean when we talk about the Basics of Data
- Terminology Types of Data
- Data Sources

Lesson 2: Using Data to Make Decisions

- 5 Key Steps to Decision Making with Data
- Reading and Interpreting Data
- Questions to ask when Interpreting Data
- Data Reading and Interpretating Pitfalls

Lesson 3: Cultivating a Data Driven Culture

- How to develop a Culture of Data Decision Making in your organsiation

Talk to our expert team

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