

QLIK EDUCATION

# Data Literacy Program

Learn the new language of business



# Are you fluent in data?

---

We live in a data-driven world. Every day, we're sharing, creating and consuming data — from devices and sensors to workflows and systems. In fact, there's more data available today than ever before. Yet having more data doesn't always mean better insights. Because, despite all this, very few of us can properly translate data into real business value.



## Why you should speak data

According to MIT and Emerson University, data literacy is the ability to read, work with, analyze, and argue with data. And in today's age, it's as important as reading or writing. However, it's clear we're dealing with a data literacy divide:



Just 24% of business decision makers are confident in their ability to use data effectively\*



Only 32% of C-level executives are classed as data literate\*



Young people are especially in need — a mere 21% of 16-24-year-olds are data literate\*

## The Data Literacy Program

We need to plug this skills gap before it's too late. As such, it's crucial everyone embraces data literacy today. Our goal is to give you the tools, learning, and strategies you need to become confident with data.

The Data Literacy Program is designed to help educate all roles — from students and interns to managers and the C-suite — on how to work with data. With an entire workforce able to access and read data, organizations have the freedom to explore new ideas and keep their curiosity alive.

You don't need to be a Qlik® customer to benefit. You don't even have to buy anything, from anyone. In fact, this program is completely free to take part in. The only exception is our optional instructor-led training.

Read on to learn about the specific components of the program and see how we can help empower you with smarter data use.

## Ready to become data literate?

---

Get started now or learn more about the program at [qlik.com/GetDataLiterate](https://qlik.com/GetDataLiterate)

\* The research was conducted by Censuswide on behalf of Qlik. A total of 7,377 business decision makers (junior managers and above) were surveyed between August 2017 and February 2018. Respondents came from Europe, Asia and the US. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

## How you'll benefit

Whatever your role or location, you have the opportunity to develop skills that'll fine-tune your thinking and strategies. Now, gut instinct can be complemented with hard numbers. What's more, by having the power to freely explore all your data, you'll gain a leg up on your competition.

### We've made it easy for businesses

Data literacy can go a long way to helping organizations find success. Yet, many companies face challenges when it comes to having the right tools and experience to make their teams data literate.

That's why we've developed the Adoption Framework. It's a six-step approach designed to help organizations develop and implement a successful data literacy program. It can work across all departments as it provides strategies and best practices everyone can use. [Download it for free at qlik.com/GetDataLiterate](https://qlik.com/GetDataLiterate)



### Data literacy for everyone

Regardless of your role, level, or department, this program has something to offer — from data skill building to fostering a culture of data literacy.



### Transform your business

Improve your decision-making skills by learning to ask the right questions from your data, interpret your findings, and take informed action.



### Gain a competitive edge

Data literacy is a critical skill for any modern workforce wanting to find success. For students, knowing how to find value in data can also help increase employability.

## What's offered

Our program isn't focused on specific analytics products — it's built around widely adopted data, analytics and statistical concepts you can use in any environment. Simply choose from a full range of educational options to improve your data literacy and even become certified.

### Individual assessment

FREE

Put your data literacy to the test with our online tool. This assessment considers both technical and non-technical aspects of data, as the training is designed to influence and create a holistic data literate culture.

### Self-paced learning

FREE

Study at your own pace through a complete, growing library of online learning modules. Modules cover topics such as understanding your data, various data models (e.g. linear regression) and the culture of data literacy.

### Certification

FREE

Get certified for your skills with a comprehensive data literacy exam, done remotely and on your own time. Successful participants receive a certificate and digital badge that can be shared across your social media network.

### Academic access

FREE

If you're a student, professor or researcher at either a nonprofit or for-profit accredited university, you get free access to Qlik software and our learning resources. Also included: a data analytics curriculum that provides professors with easy-to-use course materials.

### Instructor-led learning

PAID

Our one-day course, titled "Foundations of Data Analytics," gives you the chance to learn analytics and statistical skills from world-class data science experts. This structured class is offered onsite at your office. It's perfect for those wanting to develop a strong foundation in analytical knowledge.

## Our Reviews

---

“Students need to learn what data is and how it can be used, but also to critique the hype behind it. This course has been incredibly useful for students in that sense. In terms of finding jobs, they know having data literacy skills will be crucial in putting them a step ahead of other graduates.”

Dr. Ela Klecun, Assistant Professor of Information Systems, London School of Economics

“I enjoyed learning about data analytics through the program. Data analytics is now a major part of business, and it’s a skill that can set you apart when applying for jobs. I look forward to being able to bring that skill with me to the workplace when I complete my degree.”

Gavin Godwin, Student, Macquarie University

“For me, the biggest takeaway was exposure and training my mind to read, work with, analyze and argue with data.”

Fiona Golden, Business Process Manager, CSL Behring

### How to get started

When it comes to closing the data literacy divide — the first steps begin with you.

Simply take our free individual assessment to find out how data literate you are. The short test will assess your technical prowess and attitude towards data to give you a complete view of your data personality.

From there, we’ll give you all the support you need to be fluent in the world of data.

## Ready to become data literate?

Get started now or learn more about the program at [qlik.com/GetDataLiterate](https://qlik.com/GetDataLiterate)



### About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik’s end-to-end data management and analytics platform brings together all of an organization’s data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.

[qlik.com](https://qlik.com)