

Data Literacy - Introduction

The Ability to Read, Understand, Create & Communicate Data as Information

What is Data Literacy?

Data literacy is the ability to read, understand, create, and communicate data as information. Much like traditional literacy allows you to read and write text, data literacy empowers you to look at a chart, graph, or dataset, understand what it means, and use it to make informed decisions.



Traditional Literacy

vs



Data Literacy



Read Data

Look at a chart, graph, or dataset and read it.



Understand Data

Understand what it means and context.



Create Data

Create charts, graphs, datasets as information.



Communicate Data

Communicate data to make informed decisions.

The 4 Core Pillars of Data Literacy

Reading, Working, Analyzing, Arguing with Data

1

1. Reading Data



Understanding what the data presents, including recognizing graph types, reading labels, and understanding the metrics being measured.

2

2. Working with Data



Creating, collecting, cleaning, and managing data using tools like Excel, SQL, or specialized software.

3

3. Analyzing Data



Examining the information to find patterns, identify trends, draw correlations, and determine what the numbers actually mean.

4

4. Arguing with Data



Using data to support a narrative, prove a point, or make evidence-based recommendations to others.

Data
Literacy

Why Data Literacy Matters

Better Decisions, Critical Thinking, Career Growth, Avoiding Misinformation

1



Better Decision-Making

Helps you avoid relying on gut feelings or assumptions by using facts to guide choices.

2



Critical Thinking

Empowers you to question statistics you see in the news, advertisements, or workplace reports instead of taking them at face value.

3



Career Growth

Organizations heavily prioritize data-driven cultures, making data-literate employees highly competitive.

4



Avoiding Misinformation

Protects you from being misled by poorly constructed charts, biased samples, or manipulated graphs.