

The ABCs of Data Literacy

SPEAKER:



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Key Takeaways



Data is information that's been **collected** and **organized**.



Data literacy is the ability to **understand** and **communicate** data.



What To Do With Data:
Know your **ABCs**

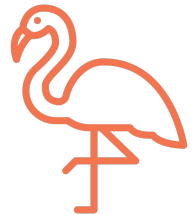
What is Data?

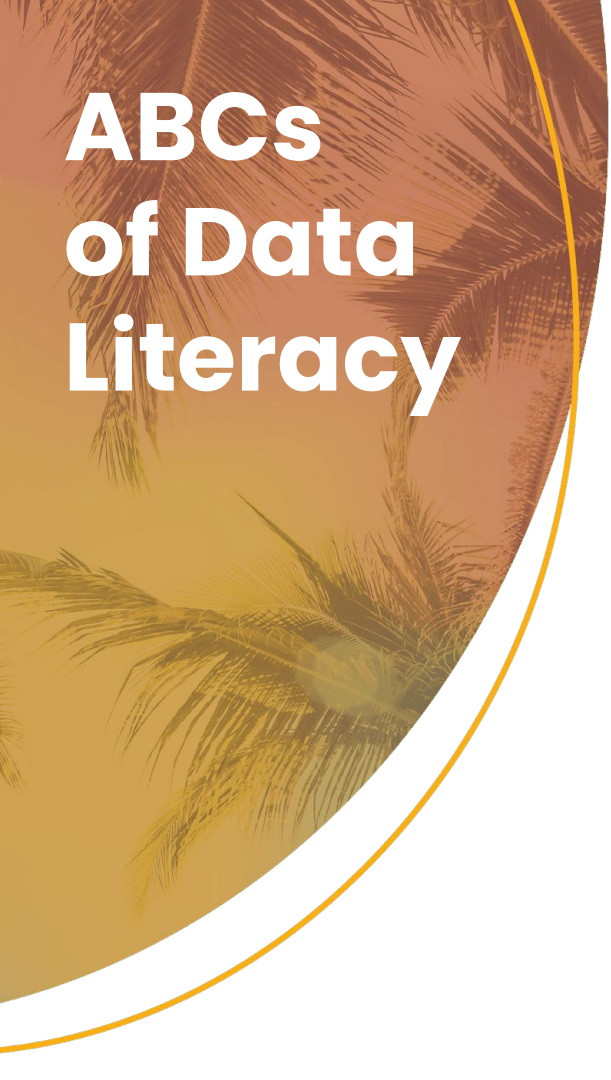
Data is information that's been **collected** and **organized**.



What is Data Literacy?

Data literacy is the ability to **understand & communicate** data.



The image features a decorative background on the left side, showing a circular arc with a gradient from orange to yellow, overlaid with palm tree silhouettes. The main text is on the right side of the slide.

ABCs of Data Literacy

Always start with strategy.

Big data make analysis special.

Charts are meant to help.

Draw meaningful conclusions.

Expect data limitations.

Find the trends and patterns.

Always Start with Strategy

Focused Mindset  Focused Outcomes

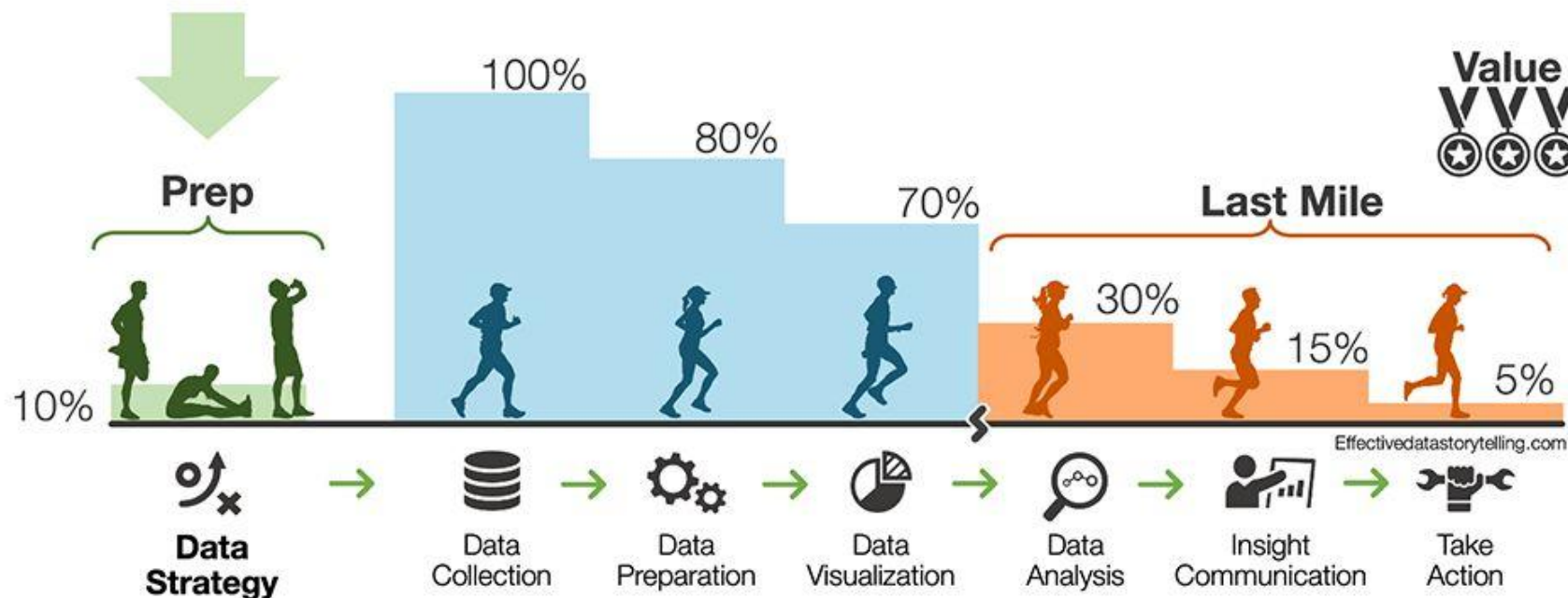
Begin with the end in mind

Know what questions your data can answer



Data Strategy:

The Essential Preparation for the Analytics Marathon



Big Data Makes Analysis Special

What is Big Data?



Large **amounts** of data









Collected **passively** from **digital** interactions



With great **variety** and a high rate of **velocity**



Key Features Of Big Data

VOLUME	VARIETY	VELOCITY	VERACITY	VALUE	VARIABILITY
<p>Amount of data from many sources</p> 	<p>Many types of data</p> 	<p>Data generated very quickly</p> 	<p>Data is volatile - needs to be checked</p> 	<p>Data collection drives business value</p> 	<p>Data can be used and formatted many ways</p> 

ZARTICO'S LICENSED DATA SETS

Geolocation

Largest Commercially Available
Geolocation Data Set

Daily Visibility
Of Both Visitors & Residents

1.6 Billion
Global Devices in 180+ Countries

Historical Data From **January 1, 2021**

Spend Data

90 Million
Cards

10 Billion
Transactions Annually

4 Brands
Credit & Debit Cards

Historical Data From **January 1, 2021**

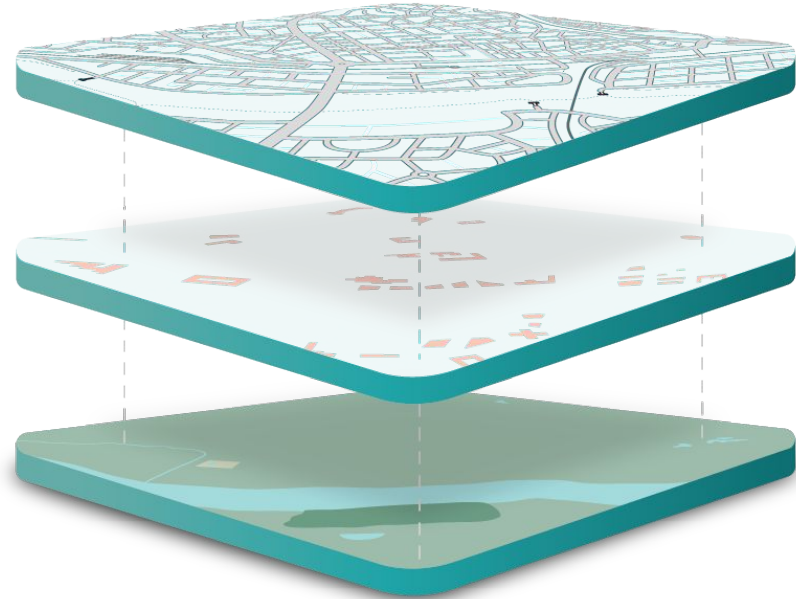
Event Data

300+
Global Event Sources

40+ Million
Events Worldwide

12 Month
Look Into the Future

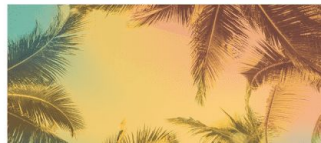
Historical Data From **January 1, 2021**



Charts are Meant to Help

**Charts are meant
to help you
understand data**

**Know the different
types of charts and
why they are used**



TYPES OF CHARTS



Bar Chart



Pie Chart



Line Chart



Bubble Chart



Stacked Bar Chart

Draw Meaningful Conclusions

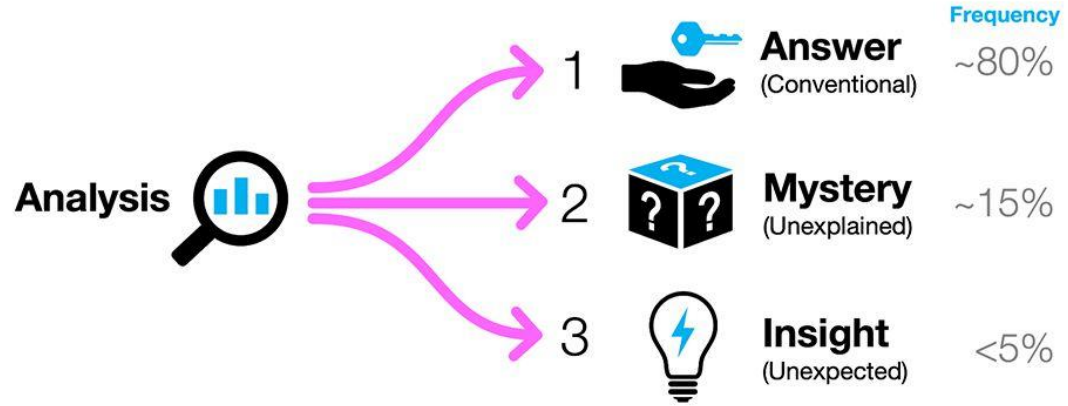
When looking at data you can find three things:
Answers, Mysteries, and Insights

Don't jump to conclusions –
Understand correlation vs. causation



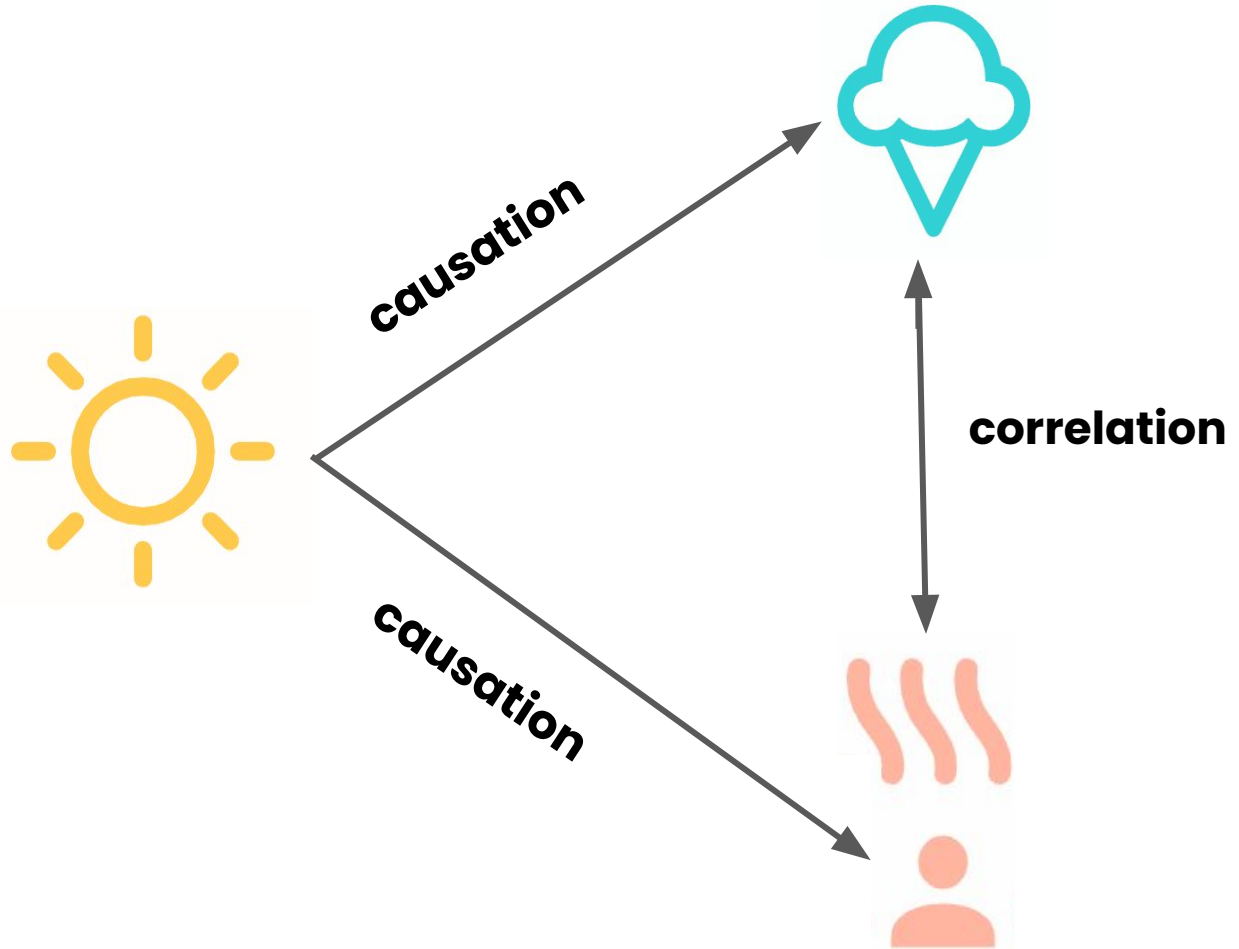
When you
analyze
data...

Data Analysis: Three Main Outcomes



Effectivedatastorytelling.com

Correlation VS. Causation



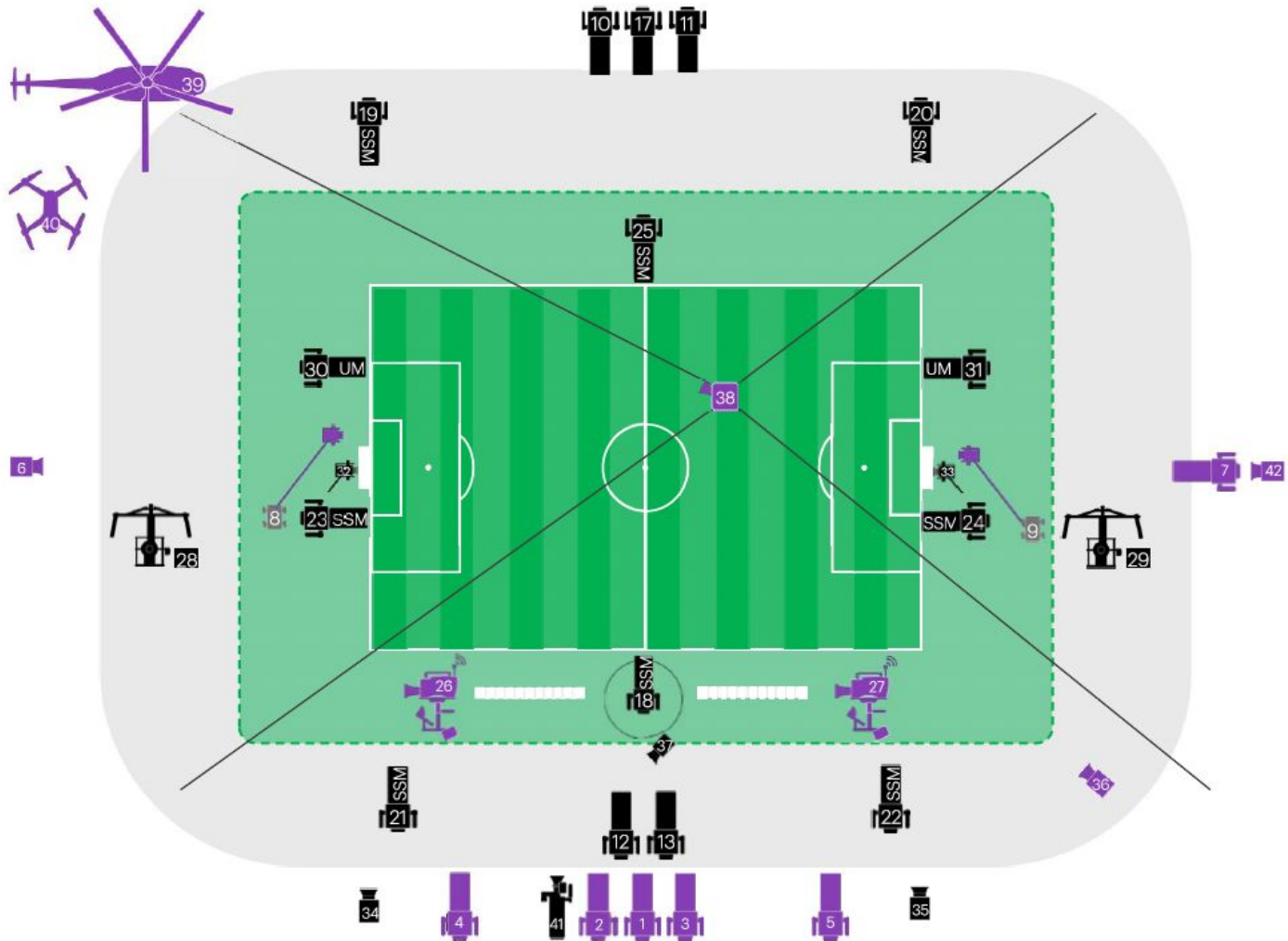
Expect Data Limitations

**Your data isn't like a crystal ball –
more like camera angles filming a sports match**

**Adjust your expectations and
know the limits of your data**



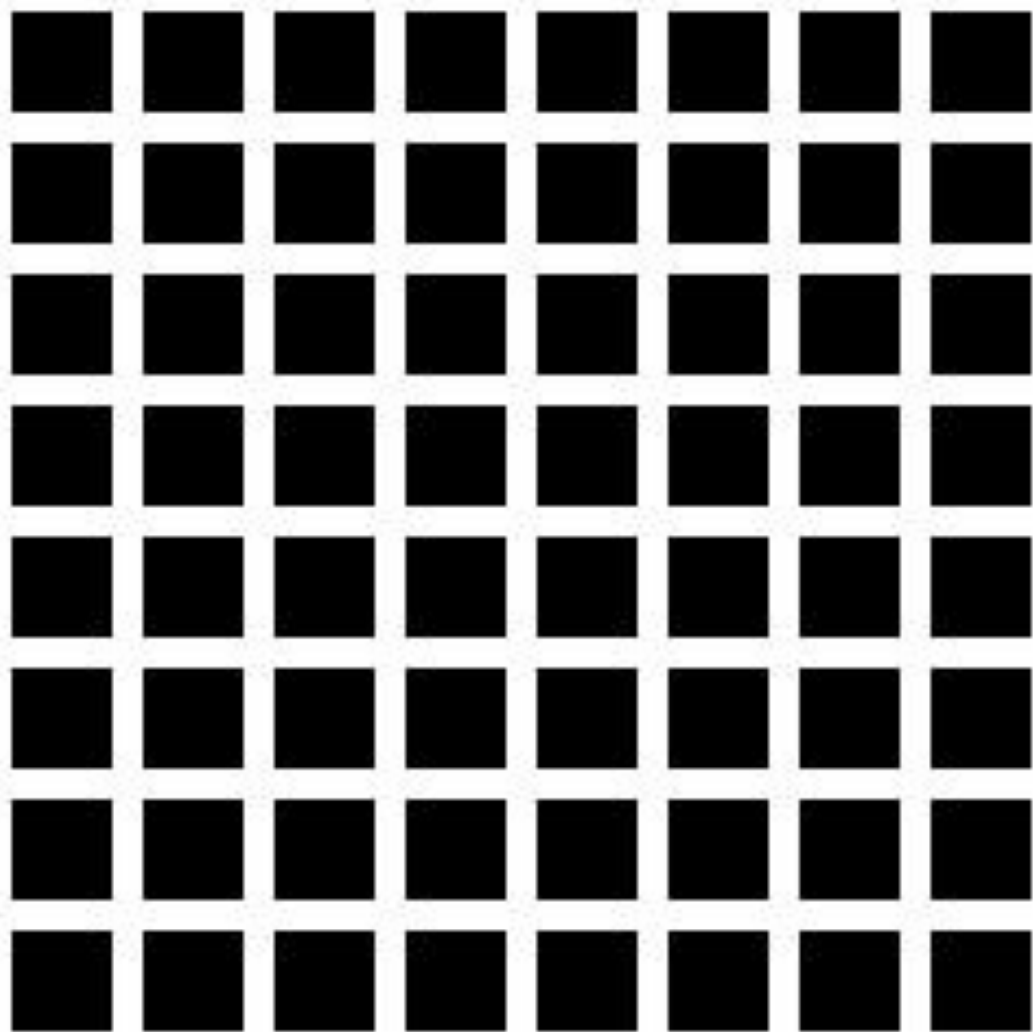




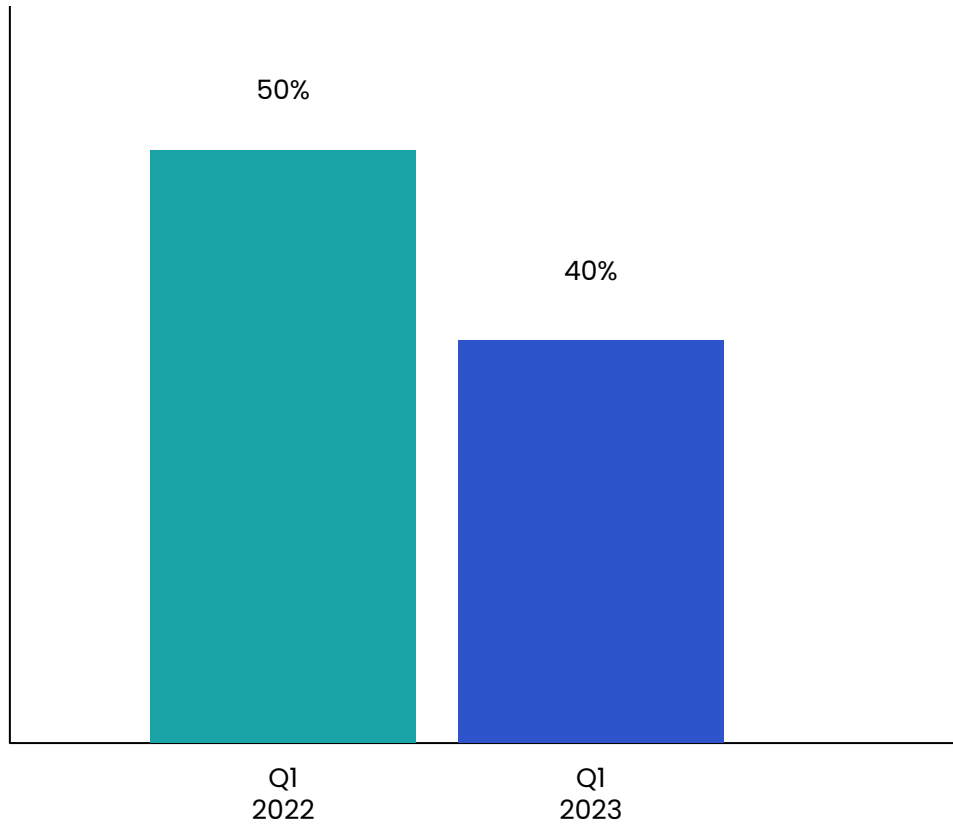
Find the Trends and Patterns

It's not what you see, but the **relationship** between them that is the most meaningful.

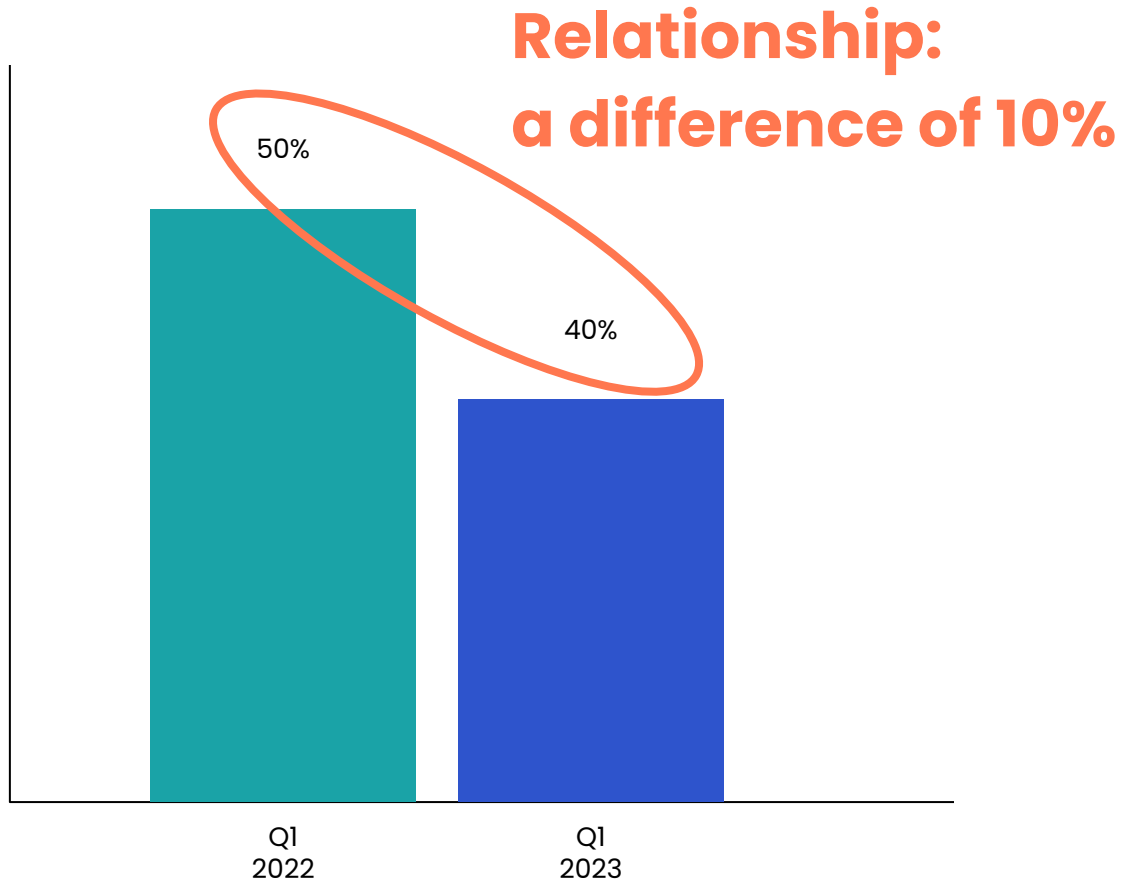




Find the Trends & Patterns

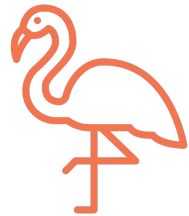


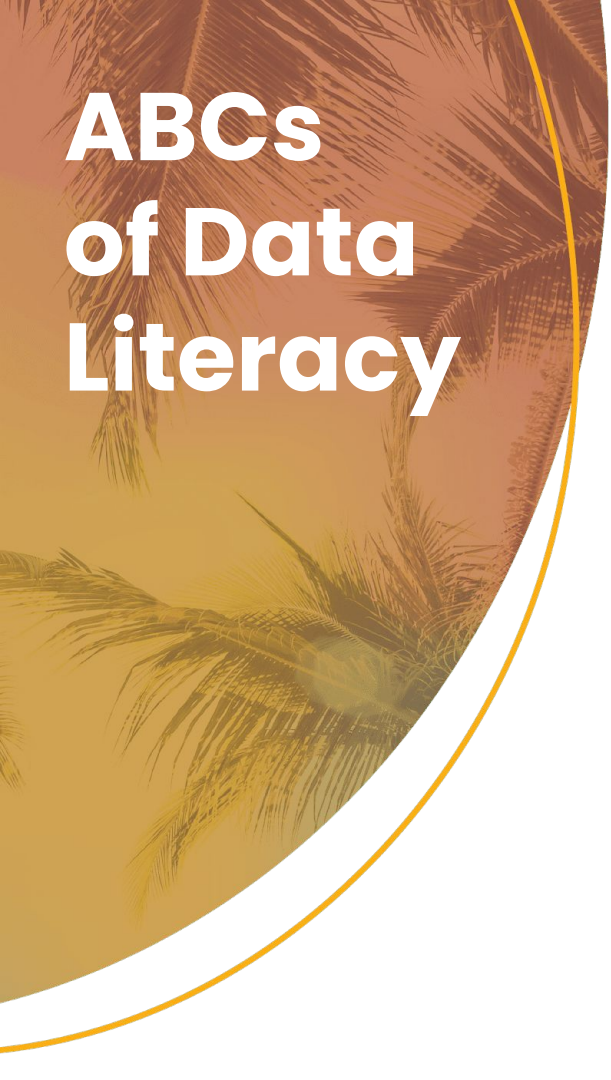
Find the Trends & Patterns



What is Data Literacy?

Data literacy is the ability to **understand & communicate** data.



The left side of the slide features a decorative background with a circular graphic element. Inside the circle, there are palm trees against a warm, orange-brown gradient. The text 'ABCs of Data Literacy' is written in white, bold, sans-serif font, stacked vertically.

ABCs of Data Literacy

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A city skyline at sunset with various icons overlaid. The sky is a mix of orange, yellow, and blue. The water in the foreground is calm, reflecting the buildings and sky. The text is centered in a large, white, sans-serif font. The icons are white line-art drawings of a sun, a location pin, a lightning bolt, a swan, a skull, a ship, a palm tree, and a bar chart.

**It's as easy as
the ABCs!**